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No. 301 March 1991

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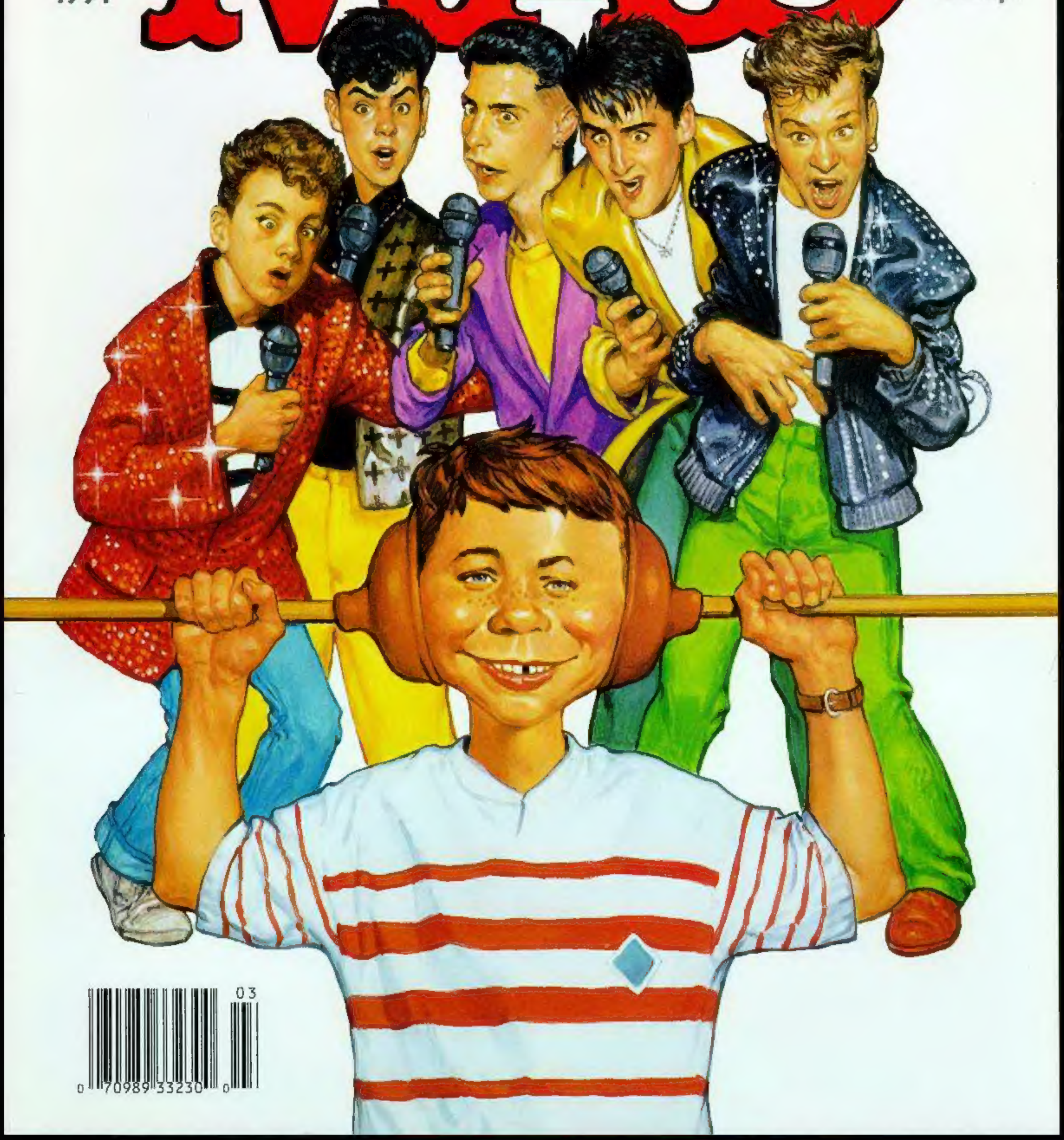

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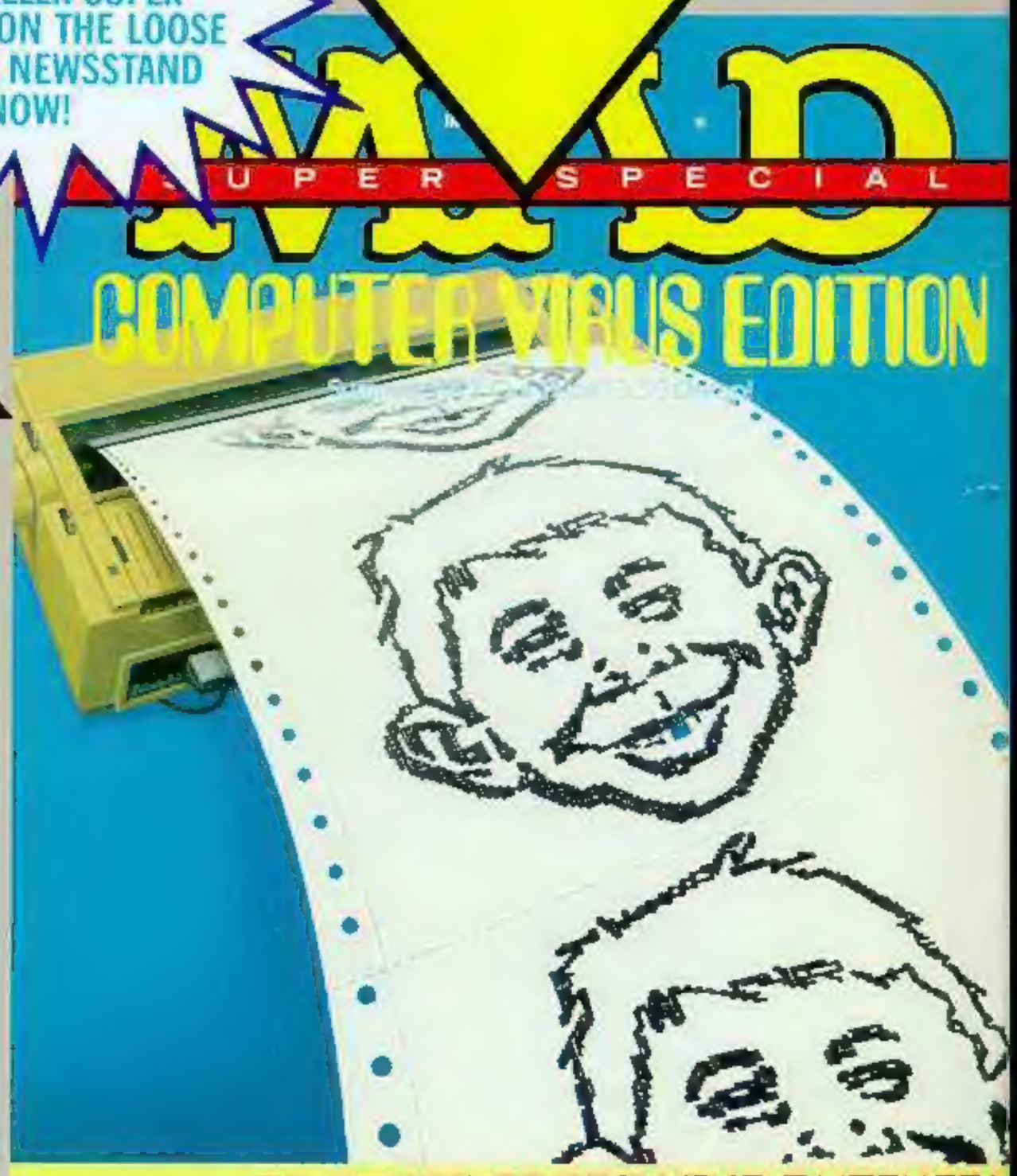

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NUMBER 301 MARCH 1991

MAD

"Today, too many people who wave the flag want to waive what it stands for!" —Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: RICHARD WILLIAMS BACK COVER WRITER: BOB LIZARRAGA

BACK COVER PHOTO: BLACK MELVIN, INC.

MAD (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 6 issues $13.75 or 24 issues $33.75 or 40 issues $53.75. Outside U.S.A.: 6 issues $17.75 or 24 issues $43.75 or 40 issues $69.75. Entire contents copyright © 1990 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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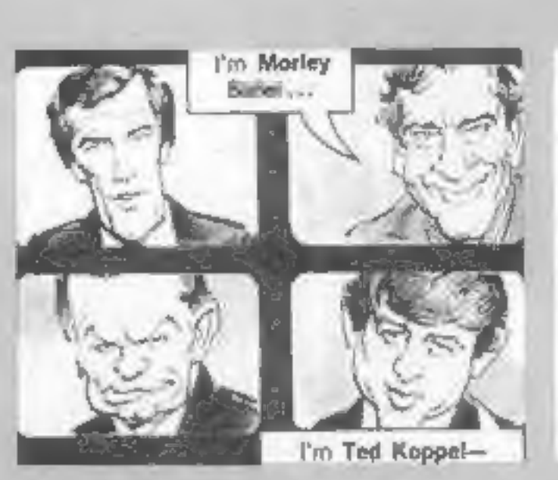

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LETTERS AND TOMATOES DEPT.

MUTANT TURTLES?

In MAD #299's "The 9 Real Reasons Why Your Parents Won't Let You Have a Pet," the picture of the turtle is WRONG! Turtles don't have teeth! Dumb, dumb, dumb, dumb, dumb, dumb, dumb, dumb, dumb.

Sandy Sansing
Jacksonville, AR

We appreciate your comments about turtles, but why did you end your letter with the theme from *Dragnet*?—Ed.

SIMPSON MINDED

I am writing to complain about MAD #299's "Using the Simpson Look to Update Stale Appearances," which featured the New Kids on the Block. When I saw the picture of them you put in your magazine, I became VERY upset. I'm a VERY big fan of theirs and I don't like the attitude you have about them. It really hurts when I see pictures like yours. I think YOU are the ones with a "Stale Appearance"!

Valerie Davis
Radiant, VA

Valvoline—We kid because we love. So choke on it!—Love, Ed.

MOTLEY DREW

Mort Drucker is still rocking! After drawing an album cover for Anthrax, Heavy Metal Mort was asked to draw the wrapper for Motley Crue's monster single "Don't Go Away Mad (Just Go Away)"! Mort a headbanger? Go figure!

MAD E.S.P. IS DEAD RIGHT

In MAD #295's "Future Sitcoms that Break Fresh Ground," you predicted a TV series based on the "wacky world" of mortuaries. Now, a new FOX series about funeral homes entitled *Good Grief* is on the air. It would seem that once again MAD has served as a readily available psychic for the masses!

Wilson Turner
Whittier, CA

Wilson—We publish humorous articles, and never intend for our suggestions to be taken seriously. Unfortunately, the dimwitted numbskull FOX executives who read our articles didn't seem to realize this. Go know!—Ed.

ENVELOPE OF THE MONTH

Dan Soelberg of Ontario, Canada, sent us his version of what must be the ultimate problem child! Thanks, Dan! You're a real underachiever!

MORON MAIL

The last time you published a letter from me was in December '73 (MAD #163). By now, the thrill (?) has worn thin. How about printing another of my letters? My students would love it and I could use the ego trip!

Jamie Goetz Schamp
Liverpool, NY

Schamp? Weren't you in the Three Stooges? Sure, we'll print your letter, but we have one question: Are you still in touch with Joe Besser?*—Ed.

*We're proud to note that this is the second consecutive issue of MAD with a Joe Besser Gag. How long can we keep this streak going??

Please Address All Correspondence To:
MAD, Dept. 301, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Kristin on her new bookshelves!

First goof in MAD's history: Issue #299's "MAD's Sports Agent of the Year" should have been credited as follows...
Artist: Angelo Torres
Writer: Lou Silverstone

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THE PLIGHT OF THE LIVING DEAD DEPT.

Sure, this past summer there was a plethora of movies around that were boring, insipid and insultingly far-fetched! But the season's big surprise hit was a pseudo-spiritual, alleged mystery thriller (starring that pseudo-talented, alleged hunk/actor, Patrick Swayze!) about the ghost of a murdered stockbroker and his desperate attempts to save his whiny, maudlin wife whose life was being threatened by the same creep who killed him (WHEW!)! This film was so overblown, syrupy and pretentious, we felt compelled to mock it in our pseudo-satirical, alleged humor magazine! Yep, in our not so humble opinion, this movie was most definitely...

Patrick Swayze is an example of how to turn a **liability** into an **asset!**

What do you **mean?**

When he pretended to be **macho** in ***Roadhouse*** and ***Dirty Dancing*** it didn't work because **the audience saw through him!** But that's a real **advantage** when you play the role of a **ghost!**

She likes Sham because of his **boy-ish good looks!**

And **he** likes **her** for the **same reason!**

Must you be such a **stiff?!? Loosen up!**

Why do you say **that?**

ARTIST: ANGELO TORRES

There's a **mistake** in this account. It's **short** a **million dollars!**

Er, er... let **me** run it and see what **I** can find!

No. I **changed** the **access code!** I'm the **only one** who can get the **data!**

Tell me the **code!**

Can't, and I'm sorry you asked **that.**

Why??

Because now **the audience** has been **tipped off** to **suspect you** and the movie's **just started! Rule #1** of film-making says it's okay to kill **me,** but **to kill** the **suspense** is **unforgivable!**

FREE MILKEN

MEMO: MOVE OUT OF THE CITY !!

GREED IS GOOD

MOUSE

GAUCHE

Because **rigor mortis** isn't supposed to set in until **AFTER you're dead!**

I'm **confused** about this **hereafter stuff!** As a ghost I can **pass right through solid walls** and **doors!** The idea of it **defies logic!**

What **really** defies logic is **how** you can **sit** on that **stool** without **falling through** it and landing on your **rear end!**

Lordie, I **ain't messin'** with **no ghosts!**

After all the years of **struggle** to eliminate **racial stereotypes,** Hollywood is **still at it!** This film is filled with **"Blacks Being Scared By Ghosts"** bits that **Stepin Fetchit** and **Willie Best** made so **hateful** in **1930's and '40's movies!**

WRITER: STAN HART

Give me your wallet!

You'll have to **kill me** to get it!

I usually don't do **requests,** but in **your case** I'll make an **exception!**

ANOTHER ONE BITES THE DUST!

CRIME WAVE! NEW YORK ANOTHER DODGE CITY!

BLAM!

I'm afraid **your husband's dead!**

How can you **tell?**

So?

He hasn't **moved a muscle** in his face in ten minutes and he's **stiff as a board!**

My **God,** I am **dead!** And I'm **transparent!** She **can't see me** but I **can see her!**

I **don't know** how I can **go on...**

She really **loved me!**

...paying the **rent** for this **huge apartment** on just my **single salary!**

Well, at **least** she **misses me!**

Because I'm **dead** I can **yell** all I want about **being robbed** but the **police** won't pay **any attention.** Come to **think of it,** people who are **alive** in **New York City** have the **same problem!**

Hey, this is **great!** I don't have to pay **any fare!**

You're **surprised?** There are so many **murders** in **New York** each year that by now most of the **subway riders are** ghosts! But if the **new guards** ever **catch you,** you're in **trouble!**

I'll let you through **this time,** but **next time,** you get **slimed!**

You look **just horrible!** What's the **matter?**

I see **terrible images** from the **past** that have come to **haunt me!**

What **are they?**

Film clips from ***Burglar, Jumping Jack Flash, Fatal Beauty, Clara's Heart*** and ***The Telephone!***

You're the **only living person** who can **communicate with me!**

Hey, you mean that I **can hear you** but I **can't see you?**

That's right!

The **audience** should be **so lucky!**

I **don't believe** that you can **talk to Sham!**

Okay. How about **this:** he tells me that you have a **birthmark** on your **left butt** and that you scream, **"Let's Go Mets,"** when you **make love!** Now how could I **have known** something **like that?**

Easy. You could have asked the **United Parcel man,** or the **super-intendent** of the building, or the **kid** who **delivers** the **newspapers,** or...

Maybe she **doesn't miss me** all **that much!**

I want to **make love** to her just **like old times.** But she's not **even aware** that **I'm here.** Come to **think of it,** it **is** just **like old times!**

Please Carl, it's **too soon** after **Sham's death** for me to think of **making love!**

You're **right.** Take **five minutes more!**

Carl, **why are** you **doing this?**

Because I want to **hear you** scream, **"Let's Go Mets!"**

THIS LOFT UNDER YUPPIFICATION

DOC 16

DOW JONES

I know who **sent the mugger** to kill me. It was **Carl!** He put the **million dollars** from **one account to another** and intended to **steal it** when he got the **new access code** that he **thought** was **in my wallet.** But when the mugger **killed me** he **couldn't find** the **code number** in the wallet, so he came to **look for it!**

That leaves **one question: who cares?** Besides, there are only **four people** in this movie and since it wasn't me and it **wasn't her** and you **didn't have yourself bumped off,** it **had to be Carl!**

How can you **make things move?**

You **must concentrate** on **the object.**

Then let's **both concentrate** on **this picture.** It **stopped moving two reels ago!**

DO NOT LITTER

HIC

Why are you **so angry?**

Because word of **my ability** to **communicate** with the **hereafter** has **gotten around!**

These guys are **driving me crazy** with their **damned infield practice!**

If you build it, he will come!

Say it **ain't so, Joe!**

Stuff it, kid!

NO PEPPER

Tell him you want to **withdraw a million dollars** from the **secret account** and show him your **driver's license** as **I.D.!**

You think the **audience** is going to **believe** that with **just a driver's license** I can **withdraw** all **that cash?** They're not **stupid!** They know the **only thing** you **can get** with **hardly any I.D.** these days is an **assault rifle!**

How can I **touch her** and **tell her** that **I love her?**

Your **spirit** can come into **my body** and you can use it to **communicate with her!**

That's **wonderful!**

I **like it,** too! It's been **years** since a man **used my body for anything!**

Sweet-heart, do you **really** still **love me?**

Can you even **doubt it?** Just **look in my eyes** and **tell me what you see!**

I see a lot of **little capillaries!** You've been **crying** through this **whole damned movie!**

I **must kill her!** I **must kill her!**

But **what is that** going to **accomplish?**

Well, for **one thing,** it'll **put an end** to her **crying!**

Like I **said,** you should **definitely give it a try!**

If you're a **ghost,** why are you **wasting your time** pushing me around when you could be **fulfilling** every boy's **adolescent fantasy?** Right now you could be in some **beautiful girl's apartment** watching her **get undressed** without **being seen!**

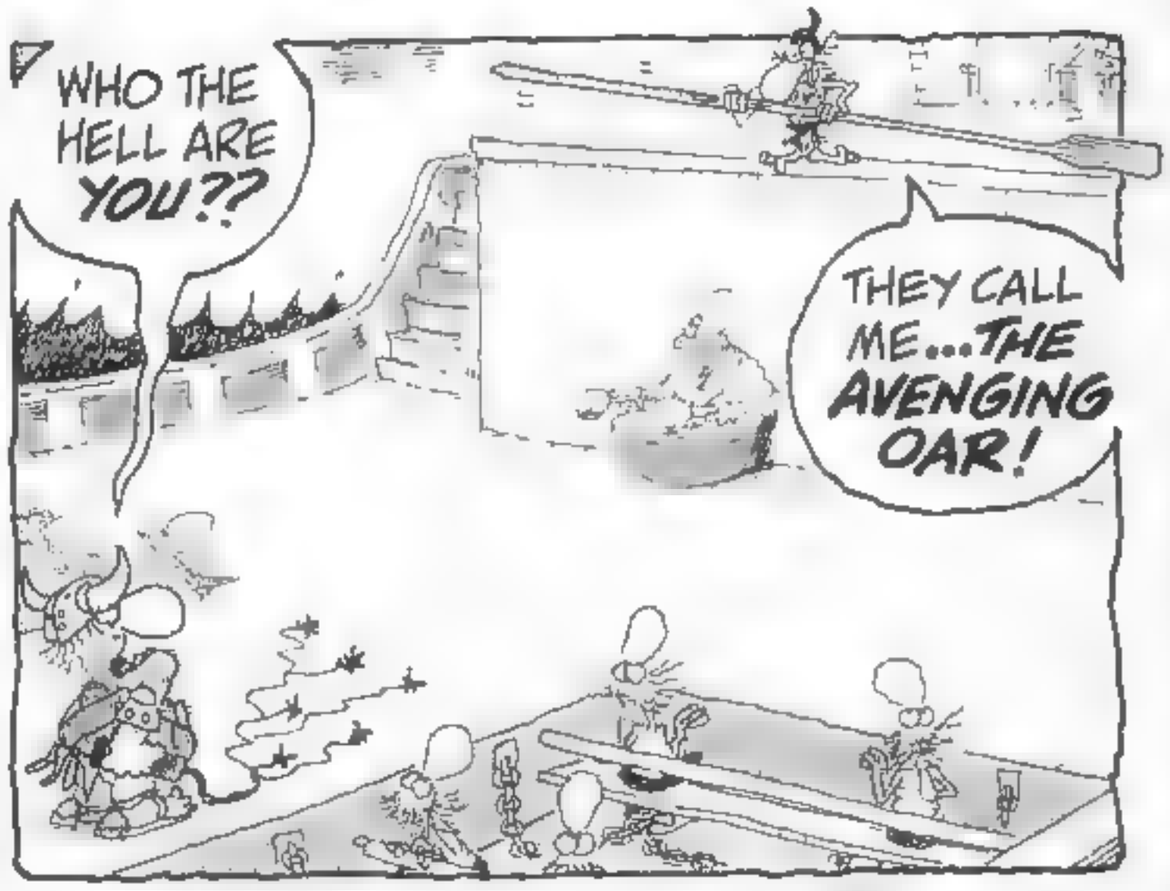
When a person is **evil, unfriendly ghosts** take away **his spirit!**

Hi. My name is **Caspar!** Being **dead** is **a lot of fun!**

Thank God! I thought he'd **never leave!**

DITTO!

THE SURPRISING SEAFARING SCENARIO

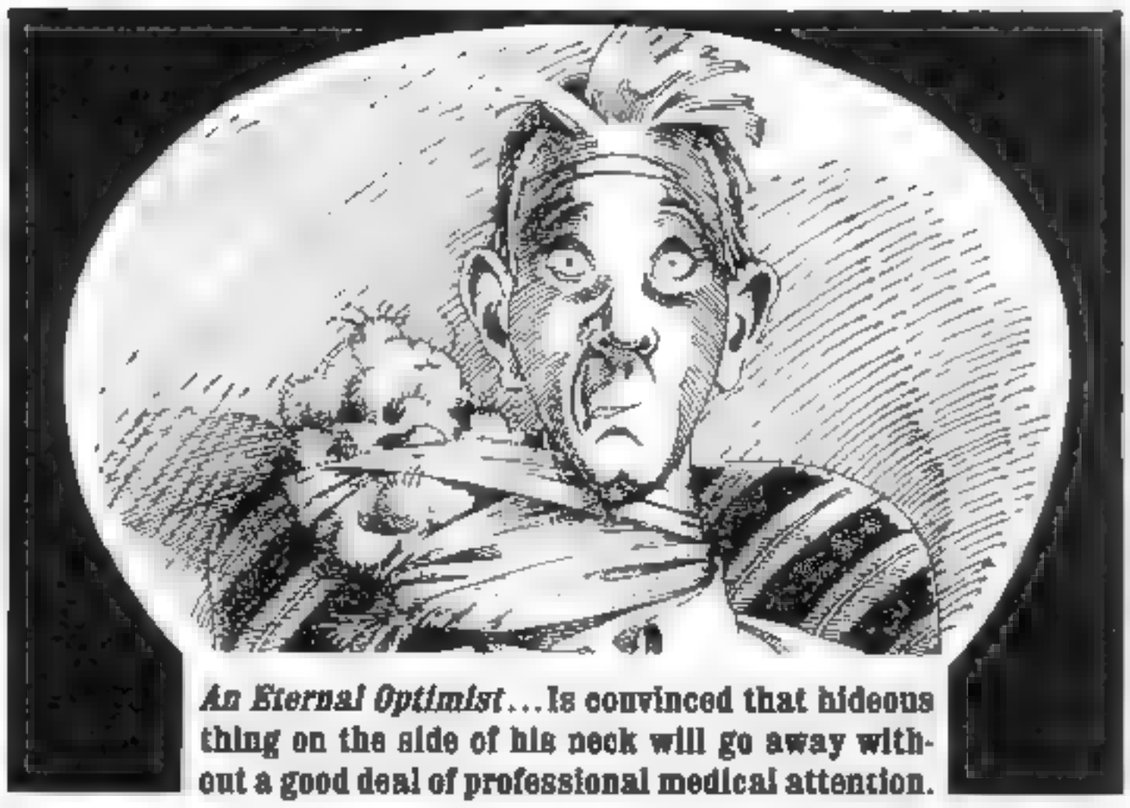


ARTIST AND WRITER: DUCK EDWING

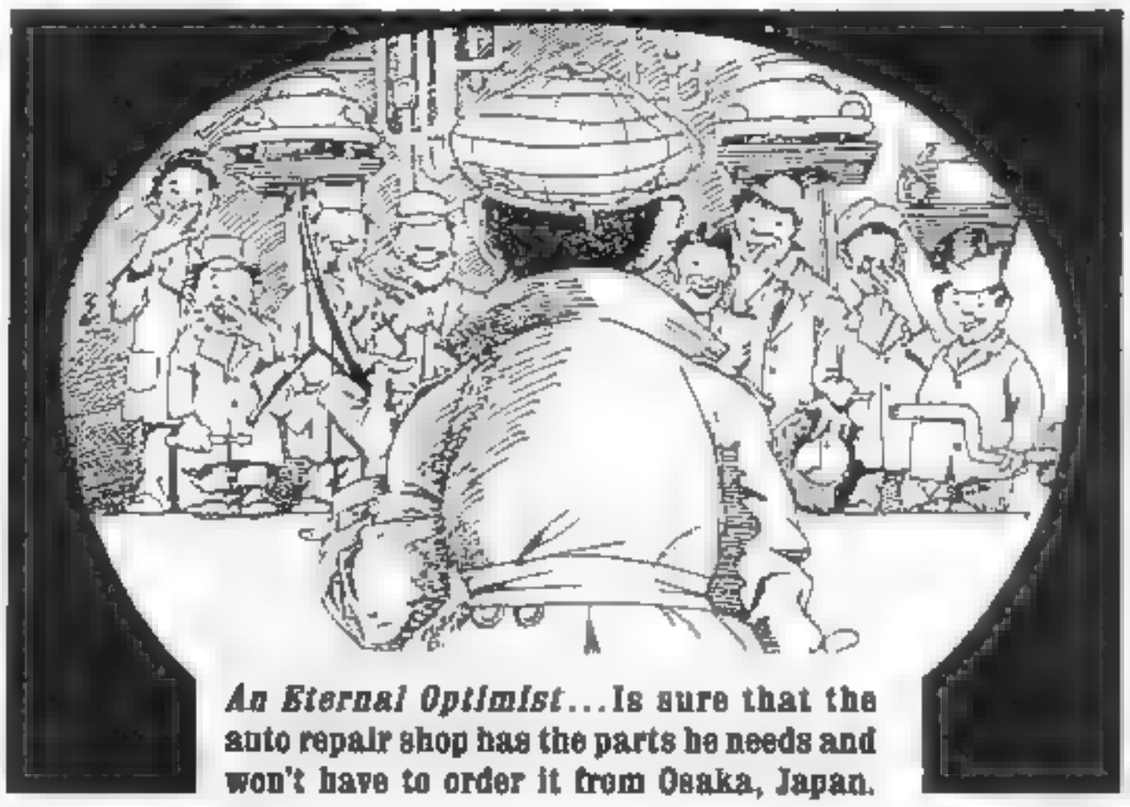
EVERY CLOD HAS A SILVER LINING DEPT.

The Dictionary defines "optimist" as "a person who tends to look on the bright side of things." Now that you know this, you can skip this article and proceed straight to Dave Berg. Don't pass Edwing, don't collect Drucker! But for the rest of you numbskulls out there who never take the few, simple seconds needed to read an introduction to an article, you must suffer through the following 12 ridiculous examples as we try to answer once and for all the question on the lips of all Americans...

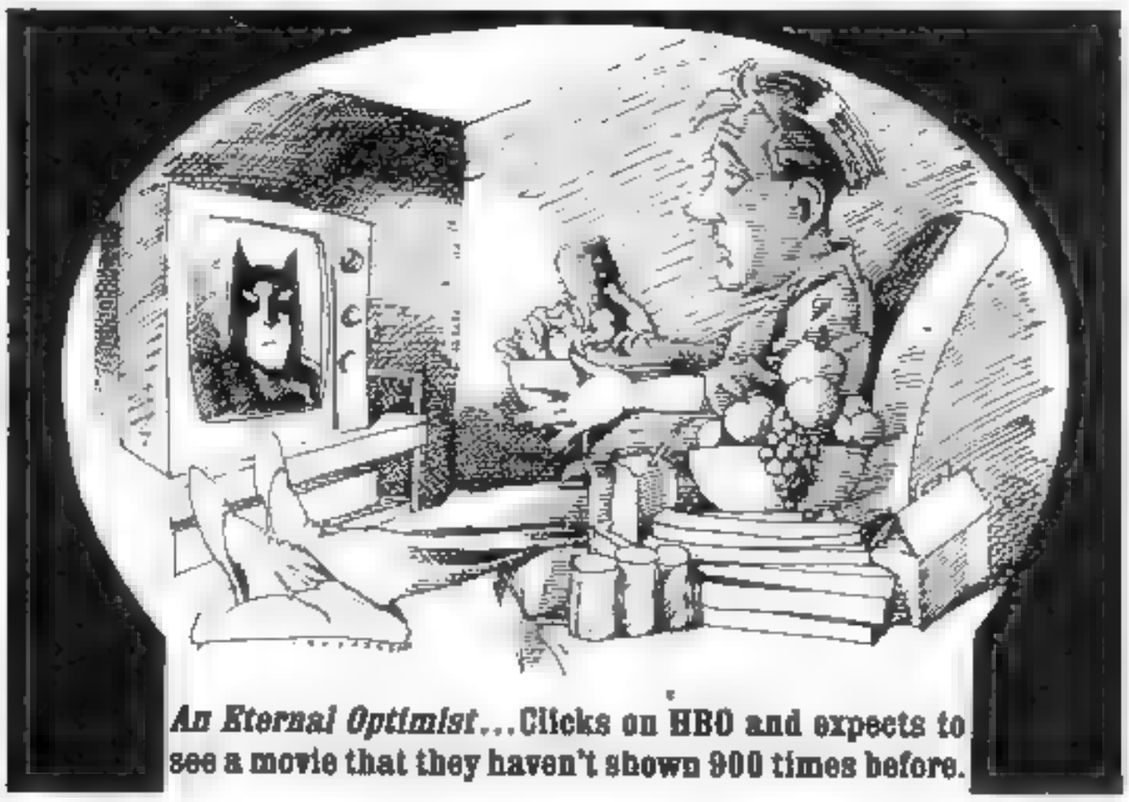
JUST WHAT IS AN ETER



An Eternal Optimist...Is convinced that hideous thing on the side of his neck will go away without a good deal of professional medical attention.

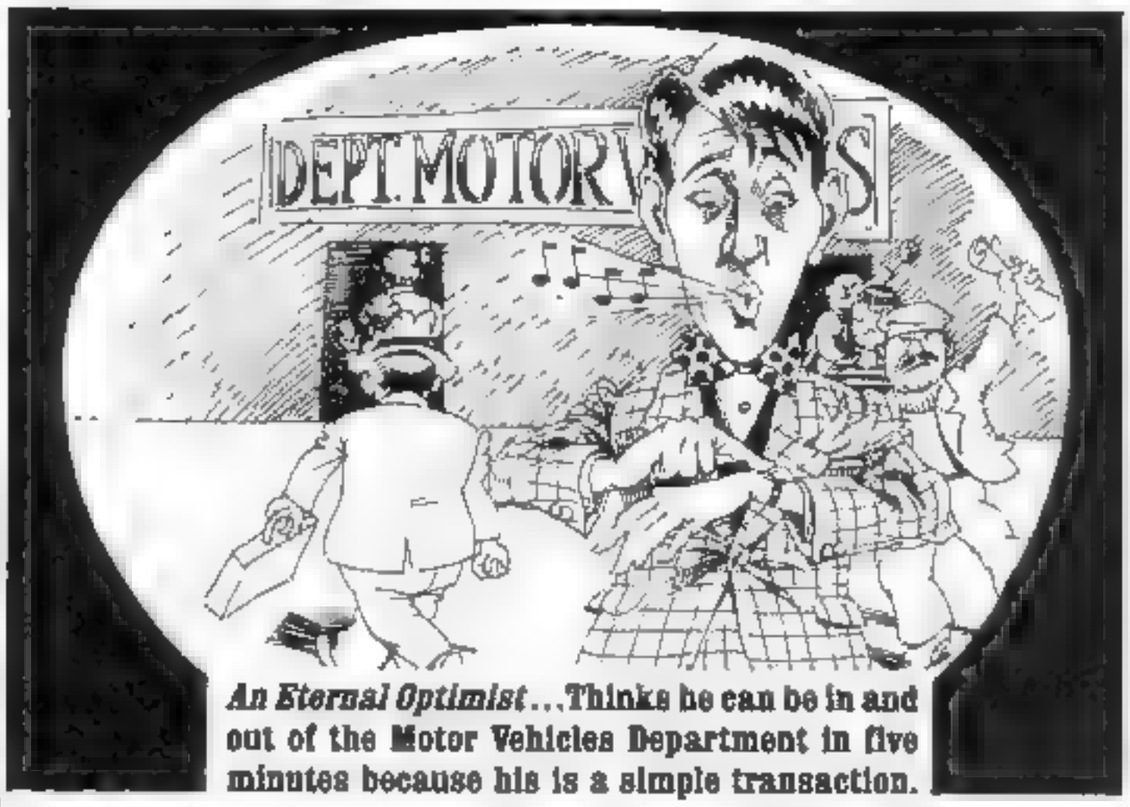


An Eternal Optimist...Is sure that the auto repair shop has the parts he needs and won't have to order it from Osaka, Japan.

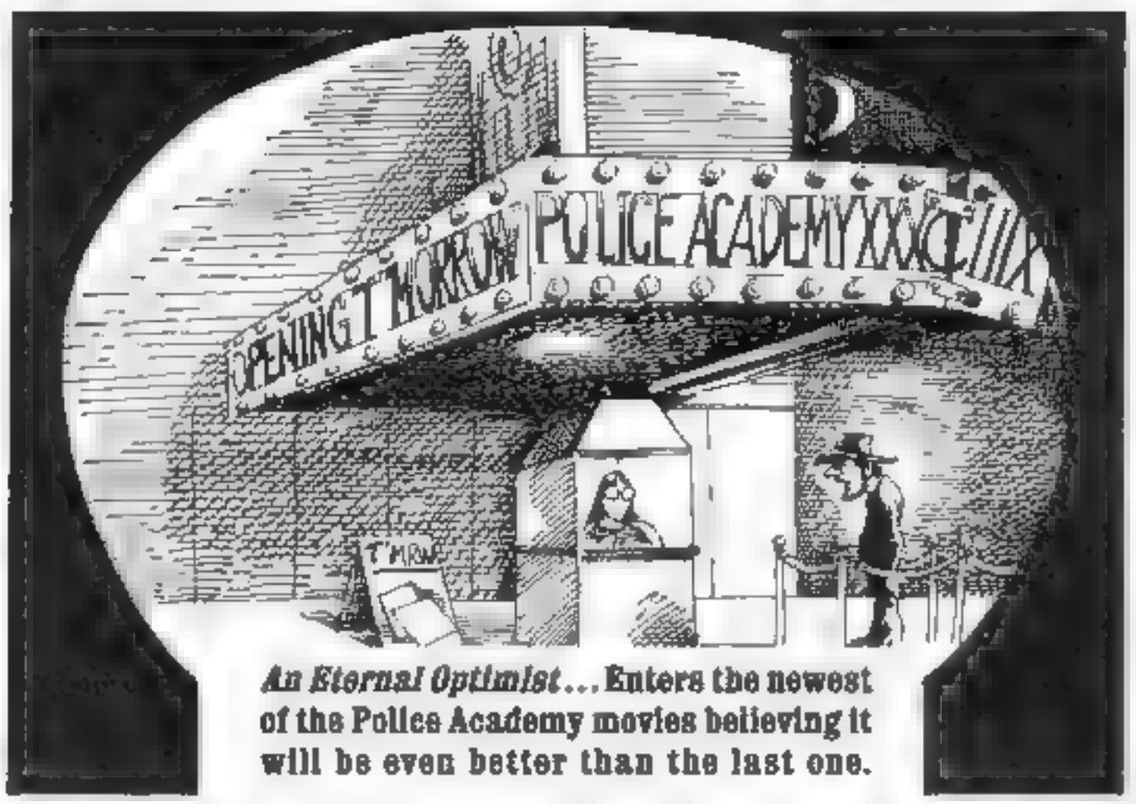


An Eternal Optimist...Clicks on HBO and expects to see a movie that they haven't shown 900 times before.

An Eternal Optimist...Believes Miss America *can* use her title to promote world peace.



An Eternal Optimist...Thinks he can be in and out of the Motor Vehicles Department in five minutes because his is a simple transaction.

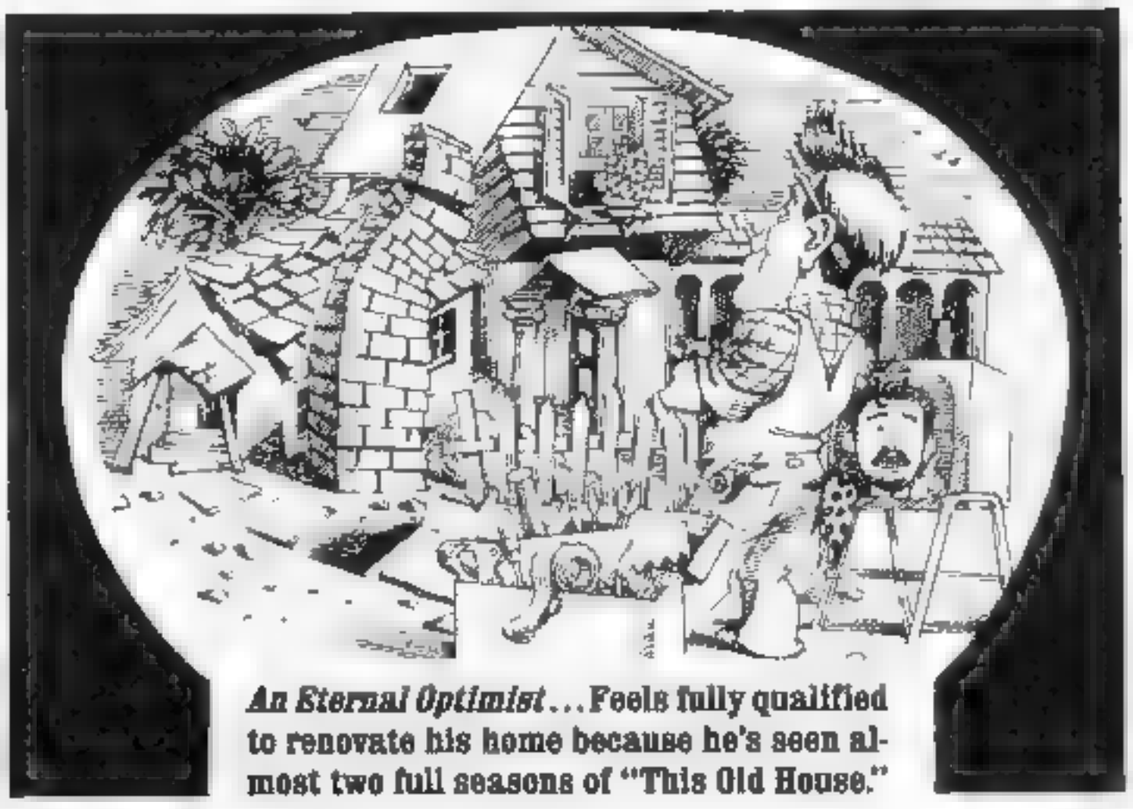


An Eternal Optimist...Enters the newest of the Police Academy movies believing it will be even better than the last one.

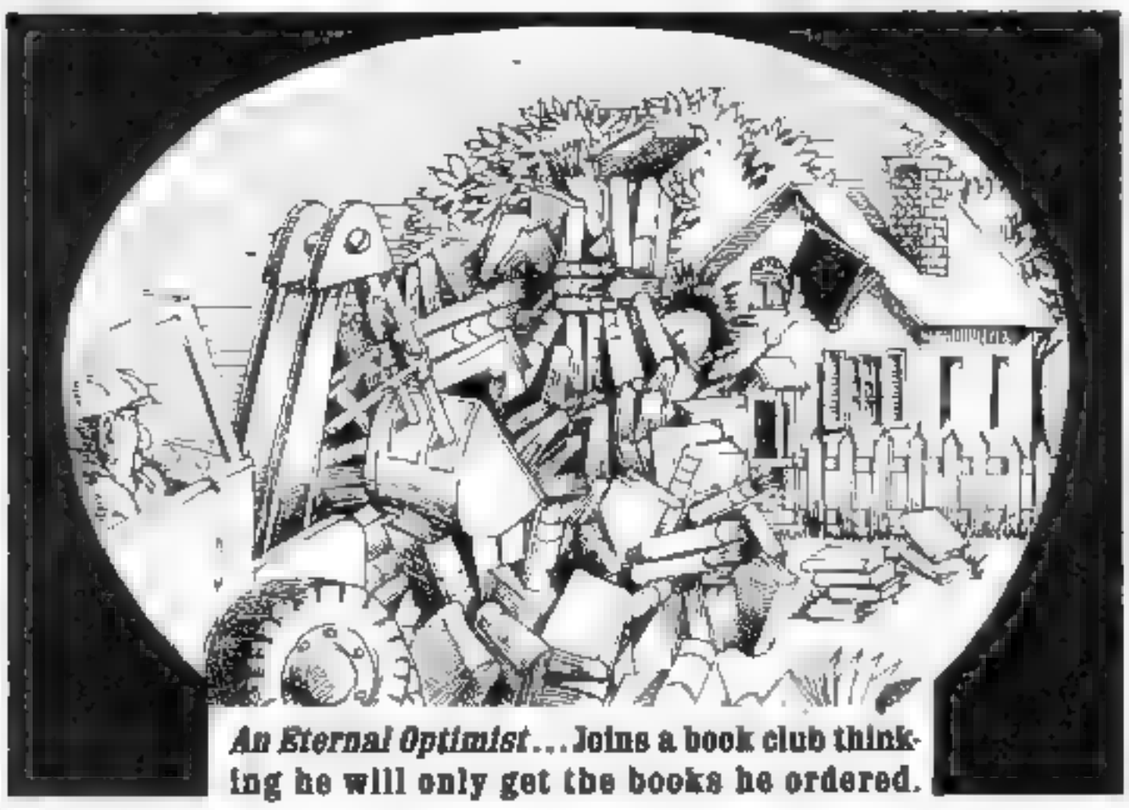
NAL OPTIMIST???

ARTIST: GERRY GERSTEN WRITER: J. PRETE

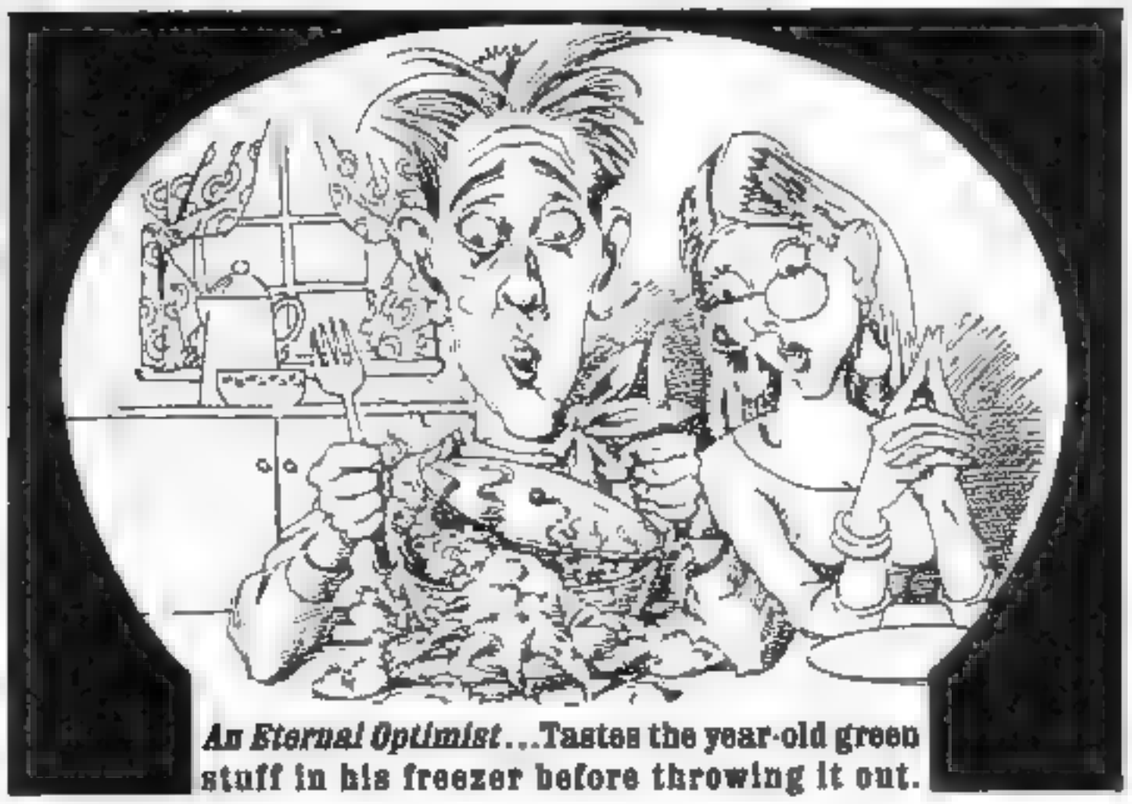
An Eternal Optimist...Goes to the airport to pick someone up without first calling to check on the plane's actual arrival time.



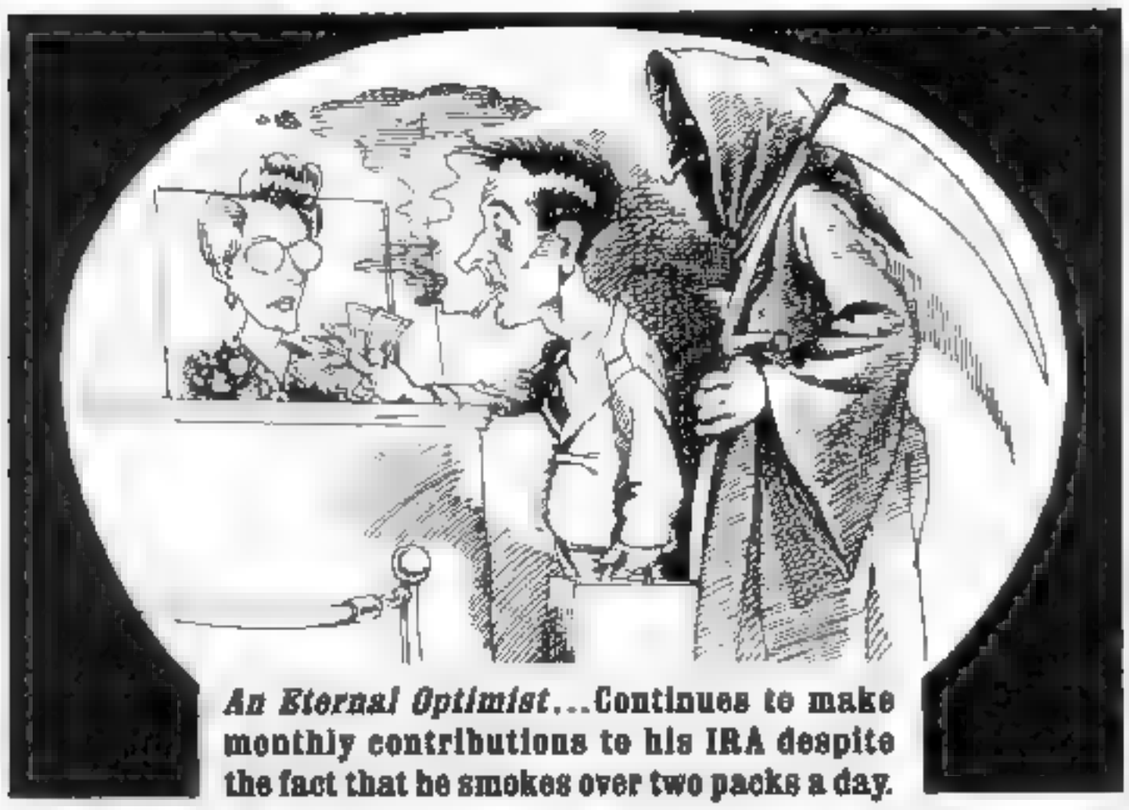
An Eternal Optimist...Feels fully qualified to renovate his home because he's seen almost two full seasons of "This Old House."



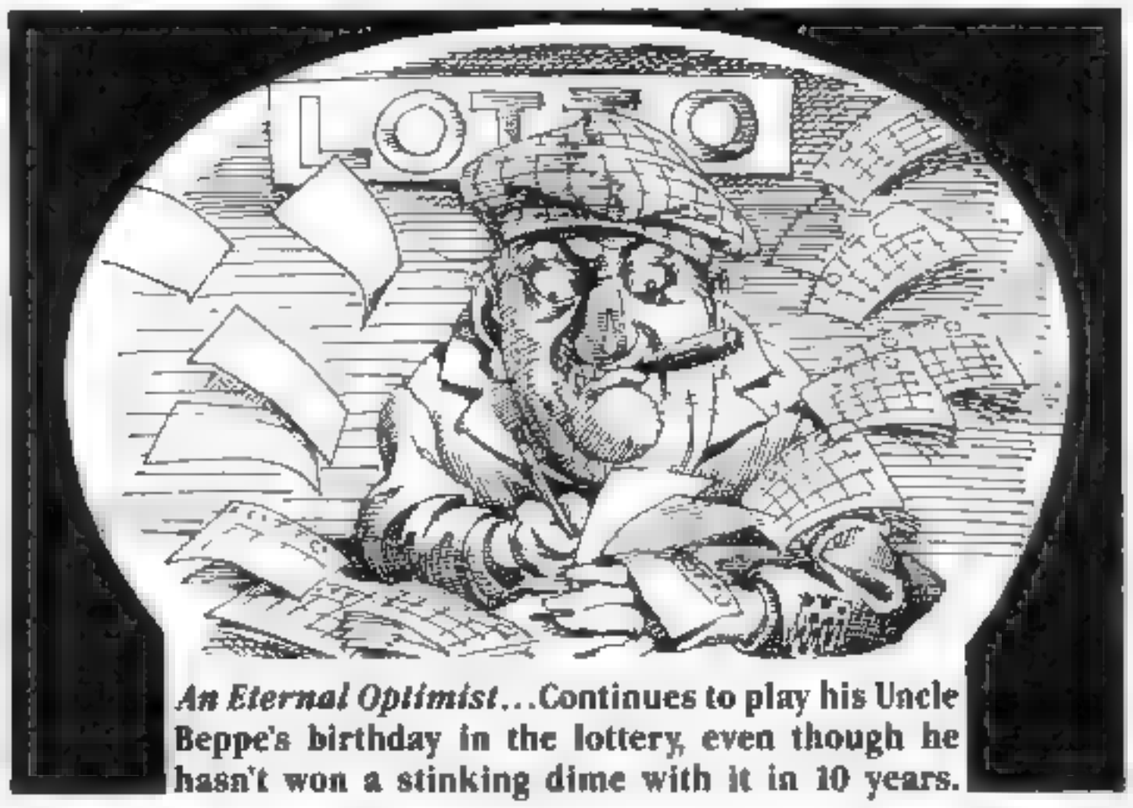
An Eternal Optimist...Joins a book club thinking he will only get the books he ordered.



An Eternal Optimist...Tastes the year-old green stuff in his freezer before throwing it out.



An Eternal Optimist...Continues to make monthly contributions to his IRA despite the fact that he smokes over two packs a day.



An Eternal Optimist...Continues to play his Uncle Beppe's birthday in the lottery, even though he hasn't won a stinking dime with it in 10 years.

THEORY-EYED DEPT.

Have you ever seen an idiotic new product, silly fad or stupid custom and then wondered to yourself, "What in the heck were they thinking when they came up with that?" Well, Einstein,

BASIC UNDERLYING PRODUCTS, TRE

ARTIST: JOHN CALDWELL

THE BASIC UNDERLYING PREMISE OF
GOURMET CAT FOOD:

...that cats have developed an appreciation and craving for fine cuisine through eons of wolfing down live insects, birds and rodents!

THE BASIC UNDERLYING PREMISE OF
THANKSGIVING DAY PARADES:

...that the best symbols of heartfelt thanks to God are half-naked Majorettes, "Commercials-on-Wheels" and giant-sized, helium-filled Cartoon Characters!

THE BASIC UNDERLYING PREMISE OF
OPPOSING GUN CONTROL:

...that even though 75% of all gun victims are shot by people they know, and not criminals, it's merely a "statistical fluke," year after year after year!

THE BASIC UNDERLYING PREMISE OF
NEW YEAR'S EVE PARTIES:

...that a drunk driving arrest, intense vomiting or a head-splitting hangover are just the things to get a brand new year off to a great start!

wonder no more! We deep thinkers at MAD have delved into this profoundly trivial matter and the almost significant results of our ponderances are to be found in this article called...

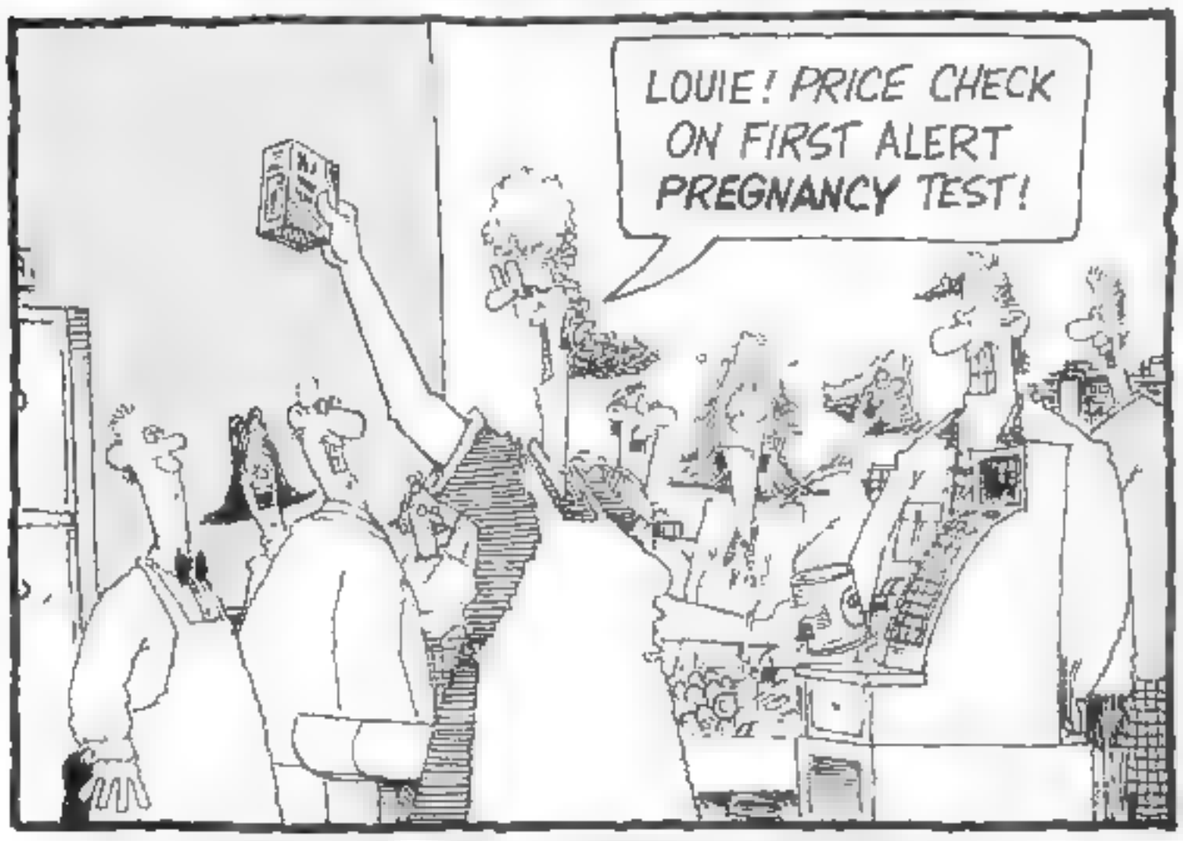
PREMISES OF VARIOUS TRENDS AND IDEAS

WRITER: MIKE SNIDER

THE BASIC UNDERLYING PREMISE OF
AMERICAN GLADIATORS:

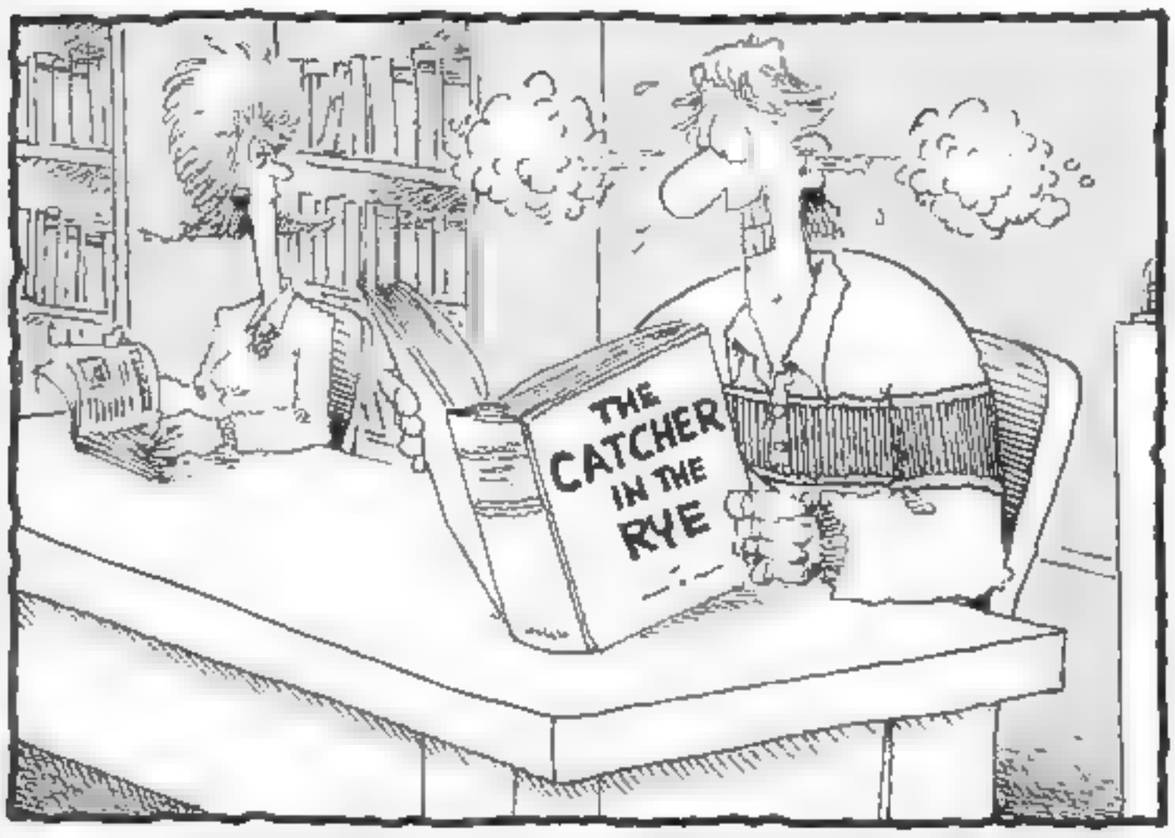
...that Pro-Wrestling, Tractor Pulls and *Battle of the Network Stars* just aren't satisfying the huge public demand for hokey and contrived pseudo-sports!

THE BASIC UNDERLYING PREMISE OF
HOME PREGNANCY TESTS:



...that a woman too embarrassed to go to a doctor's office to "find out" would prefer the privacy of the average supermarket!

THE BASIC UNDERLYING PREMISE OF
SCHOOL LIBRARY BOOK BANNING:

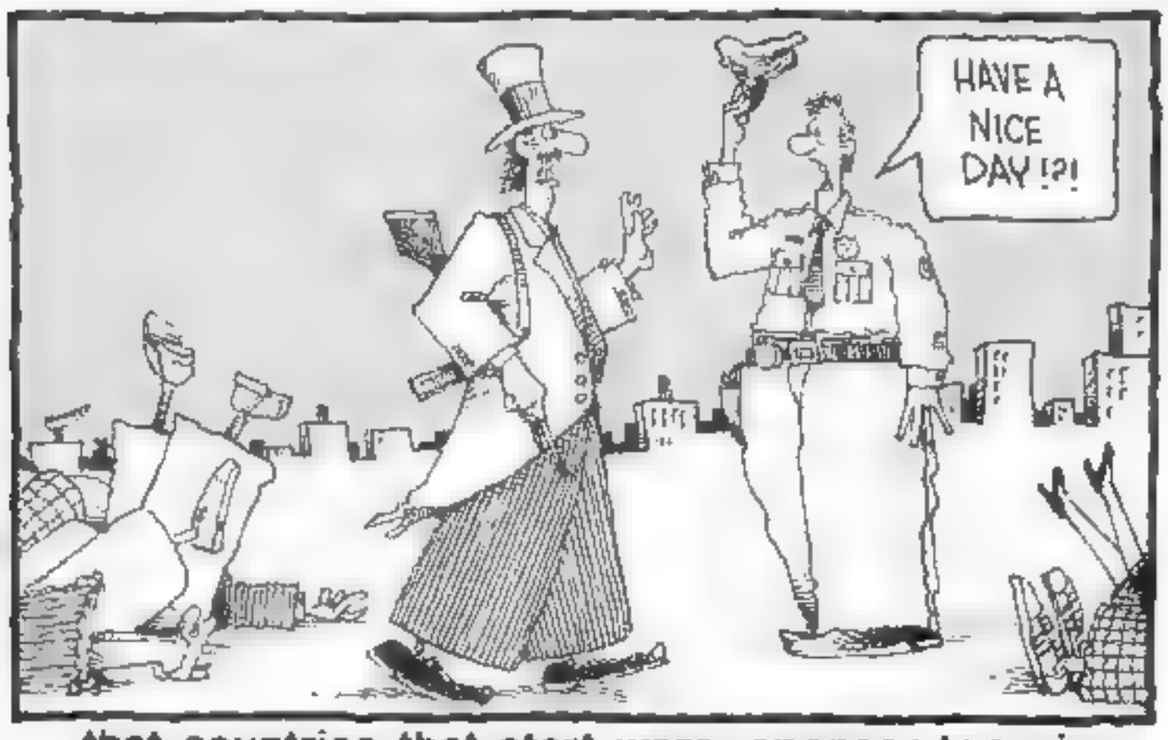


...that the novels of J.D. Salinger, John Updike and Norman Mailer are real high on the list of what most teenagers find sexually stimulating!

THE BASIC UNDERLYING PREMISE OF
RADIO CALL-IN SHOWS:

...that folks with nothing better to do than sit up all night waiting on a phone line are among the most spellbinding conversationalists around!

THE BASIC UNDERLYING PREMISE OF
DIPLOMATIC IMMUNITY:



...that countries that start wars, sponsor terrorism and torture and kill their own people can be trusted to send us envoys of only the highest moral character!

THE BASIC UNDERLYING PREMISE OF
NON-ALCOHOLIC BEER:

...that getting plastered is an inconvenience that people have put up with for centuries in order to savor the taste of beer!

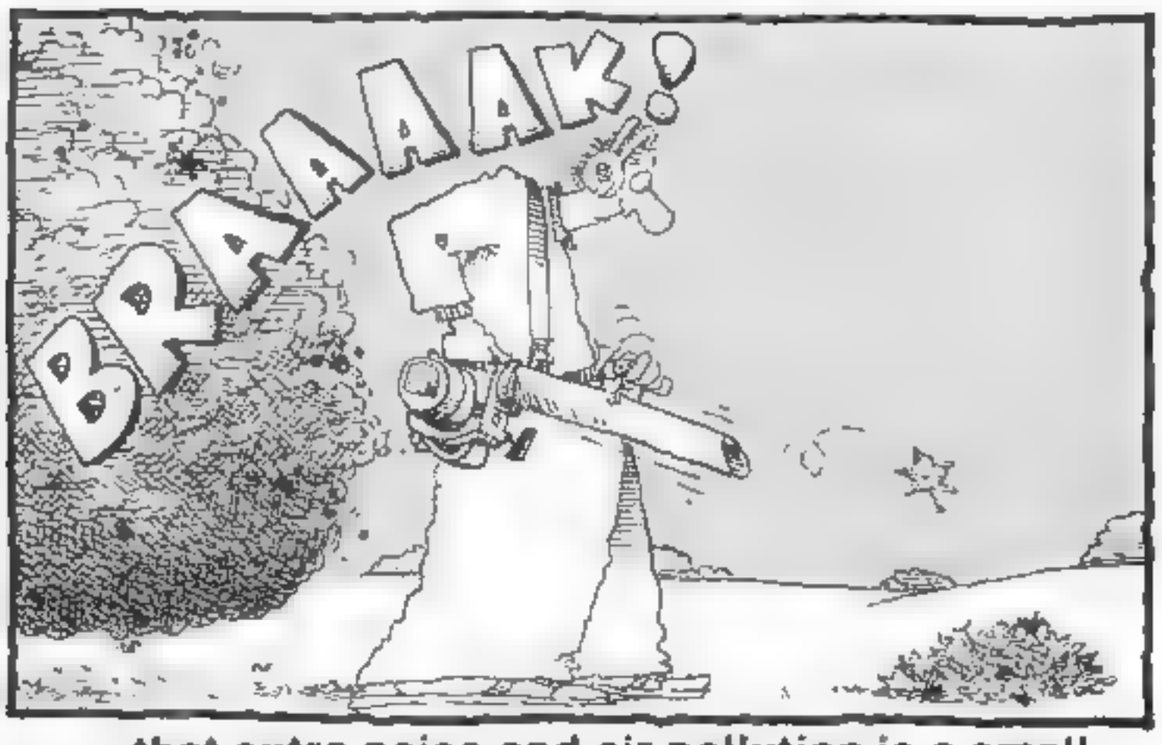
THE BASIC UNDERLYING PREMISE OF
MTV'S REMOTE CONTROL:

...that using up thousands of brain cells to store the words to 20-year-old TV Theme Songs is something that ought to be rewarded!

THE BASIC UNDERLYING PREMISE OF
"BUY AMERICAN" CAMPAIGNS:

...that the way to strengthen our economy is to buy the merchandise of U.S. companies who can't sell their inferior, overpriced goods except by appealing to patriotism!

THE BASIC UNDERLYING PREMISE OF
LEAF BLOWERS:



...that extra noise and air pollution is a small price to pay for merely moving leaves a few feet before having to pick them all up by hand anyway!

THE BASIC UNDERLYING PREMISE OF
MAD MAGAZINE:

...that the shrinking number of Americans who are literate will waste their precious time on material that's not worth reading anyway!

BLOCK TO THE FUTURE DEPT.

When you want to read about the New Kids on the Block, you probably turn to teenybopper magazines like *Superteen, Tigerbeat, Bop, 16* and the *National Review!* Yet it was MAD's coverage of the New Kids that won this year's coveted VEEKO award! That's because we give you more! Those other mags can only tell you about current NKOTB albums, but not us! We wanted to tell you about New Kids albums that haven't even been recorded yet! So, we consulted astrologers, Tarot Card readers, palmists and Martha Quinn's tea leaves! They couldn't help us at all, so we're making this up! Here's our look into the future called ...

NEW KIDS ALBUMS OF THE 21st CENTURY

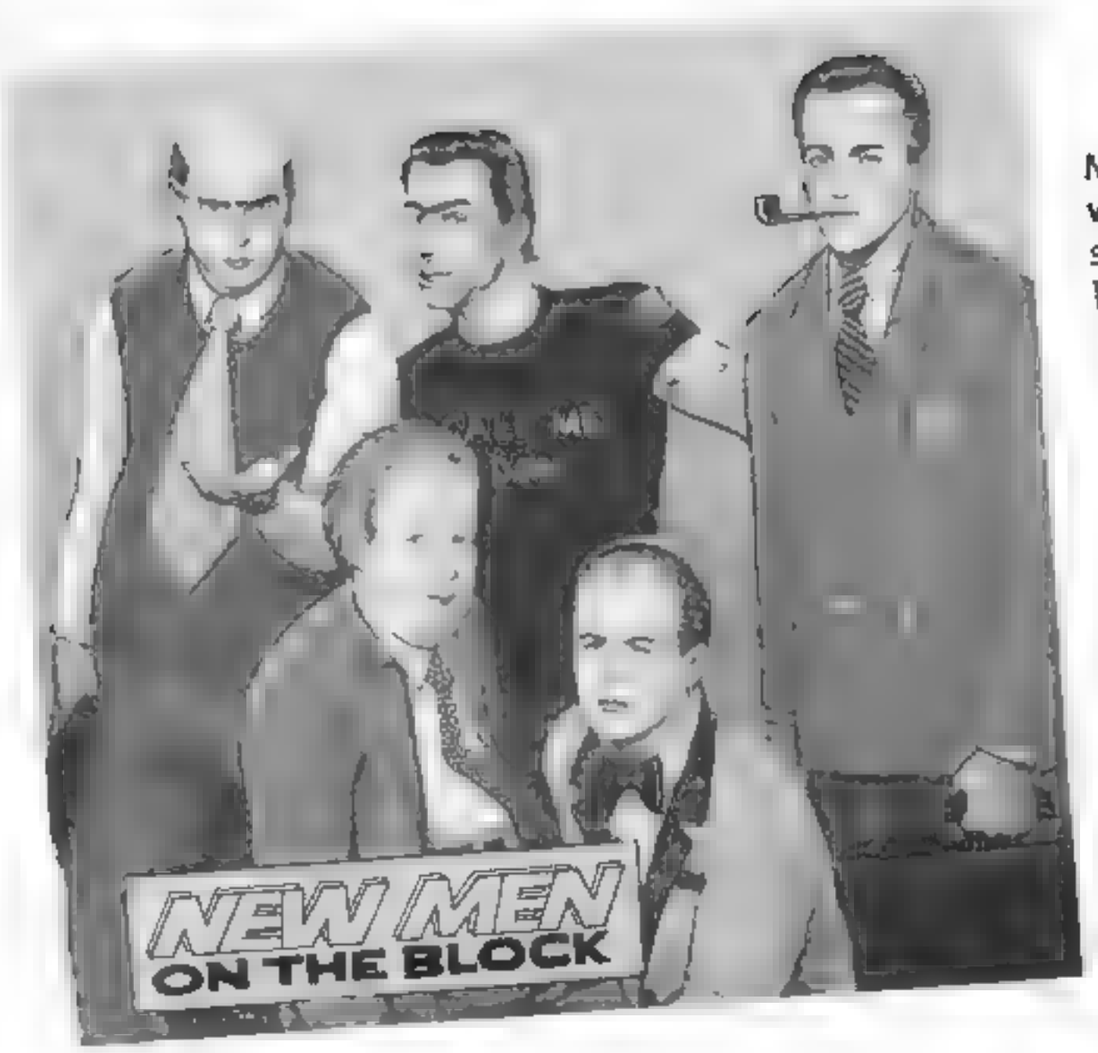
ARTIST: GREG THEAKSTON WRITERS: JOE RAIOLA AND CHARLIE KADAU

2000: NEW KIDS ON THE REEBOK

After more than a decade of licensing their name and image to merchandise everything from T-shirts and posters to cola and hamburgers to rug shampoo and flea collars, the new "thirtysomething" NKOTB take the schlock rock/advertising connection to new lows. In their first album of the new century, virtually every song is a shameless pitch for a commercial product. The title track is an ad for running shoes, while other songs are about beer (Please Don't Go St. Paulie Girl). Stovetop Brand (You Got It [The Right Stuffing]) and watches (Timex Is On Our Side). The only tune not pushing a product is Jordan's tender recounting of the breakup of his three-year marriage to Tiffany, Let's Not Try It Again.

2006: 10 LIPS TO LOVE YOU —ORIGINAL SOUNDTRACK

In an attempt to bounce back after the pitiful sales of their last album, the "drab five" (as they are now known) poured every last penny of the millions they made in the 90's into an illfated movie The film's insipid plot cast the quintet as an unlikely band of crime fighters: Joe as a lovestruck jockey, Danny as the ghost of a ballet dancer, Jon as an unemployed circus geek, Jordan as a schoolyard crack dealer and Donnie as the disturbed meat packer. Since the Kid's characters donned giant shells and lived in the sewer, a copyright infringement suit from the creators of the Teenage Mutant Ninja Turtles resulted in all prints of *10 Lips To Love You* being destroyed before it was released The CD contains a bonus track, Jon's bitter recounting of the breakup of his one-year marriage to Tiffany, I'll Be Leaving You (Forever).

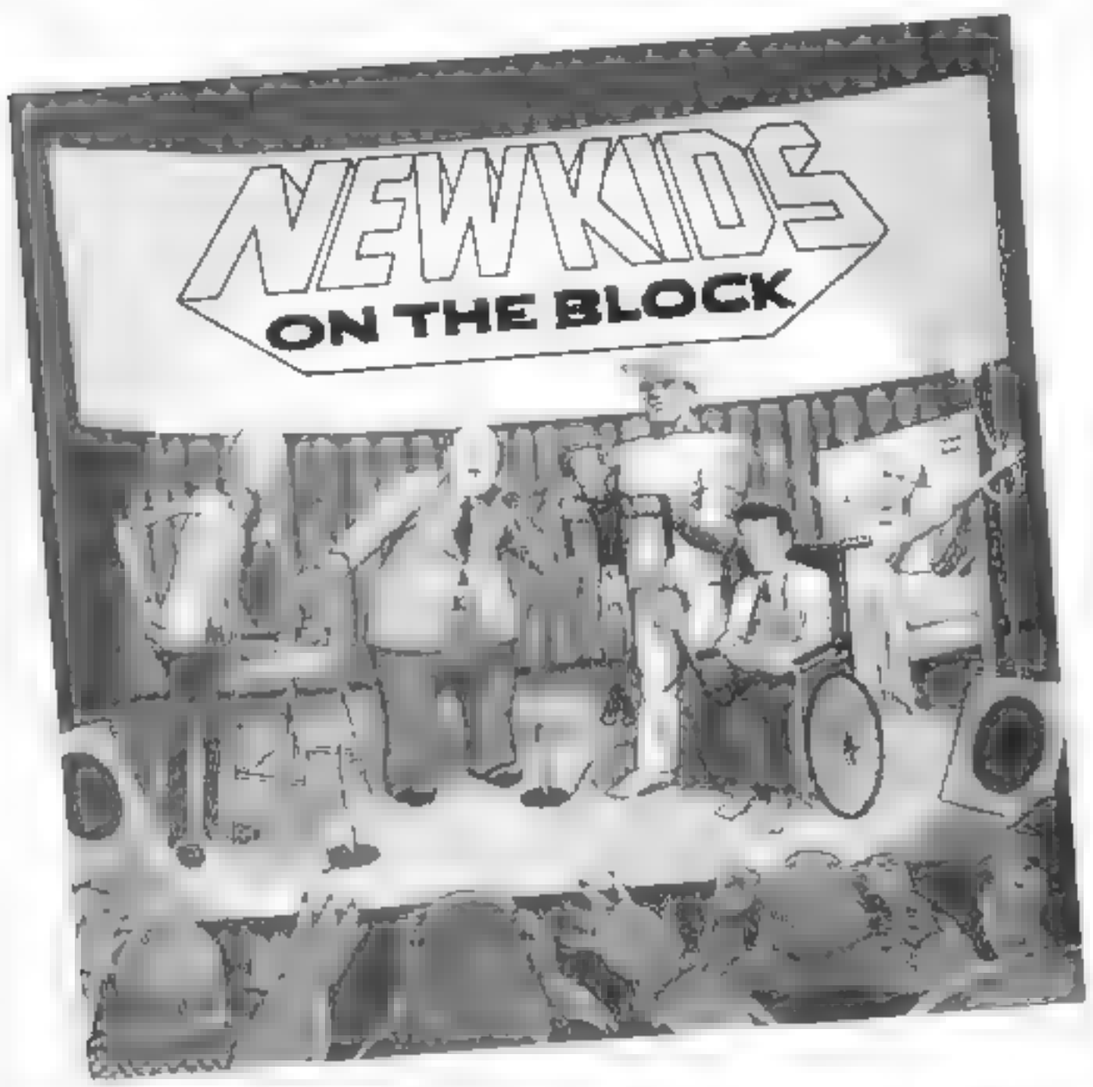


2014: NEW MEN ON THE BLOCK

Middle-aged and pot-bellied, the group determines their overwhelming lack of popularity is because they are still calling themselves "kids" (which they had continued to do because two members had not yet gone through puberty). In a desperation move to get back on top by attracting an older audience, the newly renamed NMOTB release this more mature collection of songs including **Be My Nurse, My Favorite Pill** and **Never Gonna Fall In The Tub Again**. The album ends with a 20-minute acappella/rap tirade which is Danny's vindictive recounting of the breakup of his eight-month marriage to Tiffany, **Didn't I (Blow Your Savings)**.

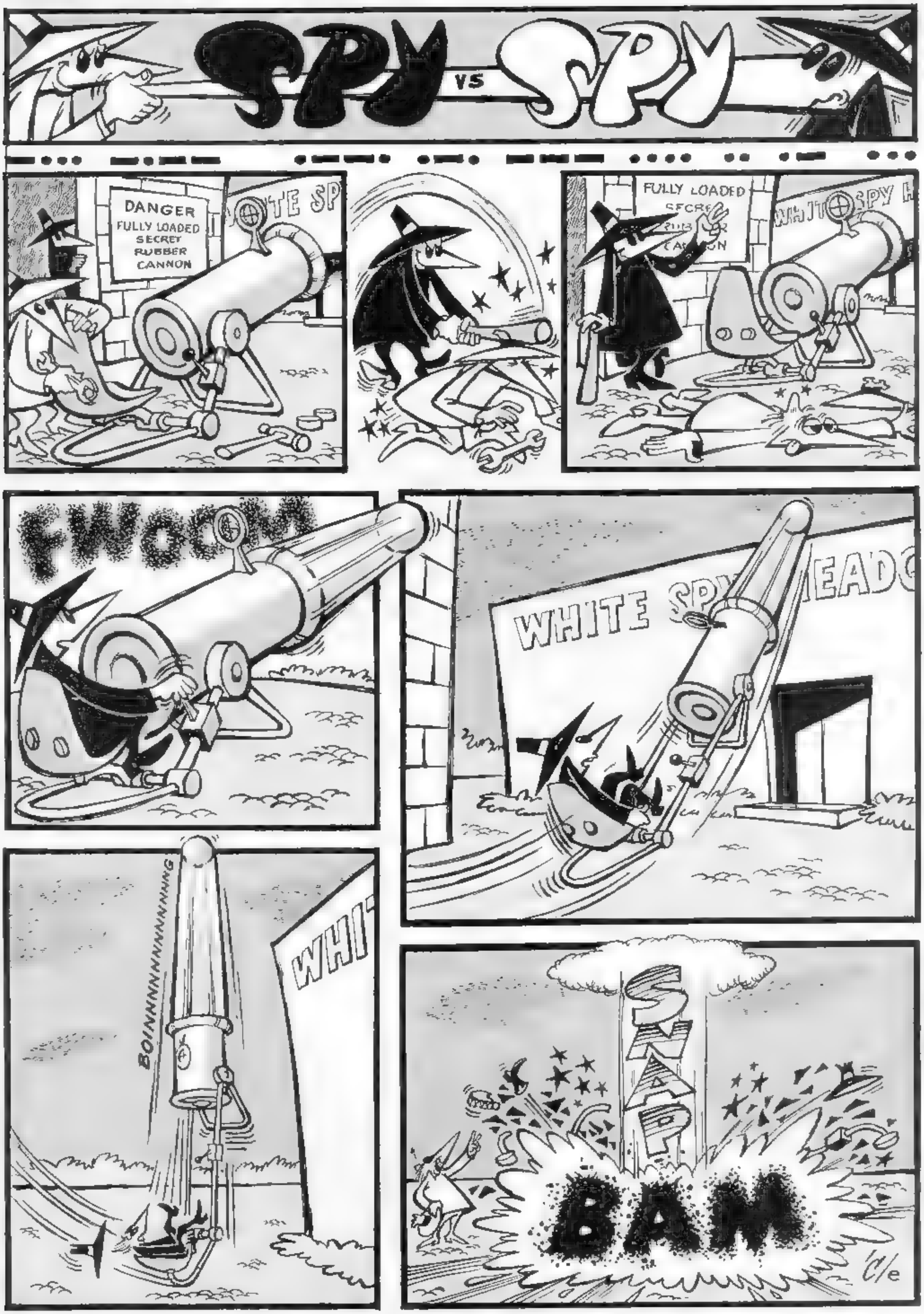
2020: THE ALMOST ALL-NEW KIDS ON THE BLOCK

By 2017, *New Men on the Block* had sold only 650 copies. Danny and Jon unexpectedly left the group, claiming they could make substantially more money working for the U.S. Postal Service. Now fearful that audiences would never accept them as mature adults, the remaining "Men" embarked on an ambitious three-year campaign to recapture their NKOTB image of 1990. Liposuction, hair weaves, dental bonding and face-lifts give them the artificial, youthful appearance they crave, while the additions of Axl Rose's grandsons (Chink and Weasel) give them a new, although still unpleasant, sound. They do score a minor triumph, however, when a single from the album, Joe's vicious recounting of his five-and-a-half-month marriage to Tiffany, **This One's For The Lawyers**, peaks at #107 on the charts.



2039: THE NEW KIDS ON THE BLOCK REUNION ALBUM

The 30's brought on a wave of nostalgia for anything connected with the 1990's. Old-fashioned and antiquated things like compact discs, computers and two-dimensional televisions became valuable collectibles. And there was nothing more old-fashioned and antiquated than the New Kids On The Block, whose music was rediscovered by their millions of devoted teenaged female fans, who were now mostly fat, dumpy housewives. In the spirit of their late manager Maurice Starr, the fellows sensed a quick buck could be made. Danny and Jordan rejoin the group and they go back to what they do best: lip-synching to music and not playing instruments. The album, which spends a year at #1, is a collection of remakes from *Step By Step* and *Hangin' Tough*, except for one tune: Donnie's tender recounting of his two-week marriage to Tiffany, **You Miserable Lying Slut (How I Detest You)**.


SPY VS SPY
DANGER
FULLY LOADED
SECRET
RUBBER
CANNON
FULLY LOADED
BOINNNNNNNNG
WHITE SPY HEADQ
SKRAP
BOOM
C/e

THE LAW

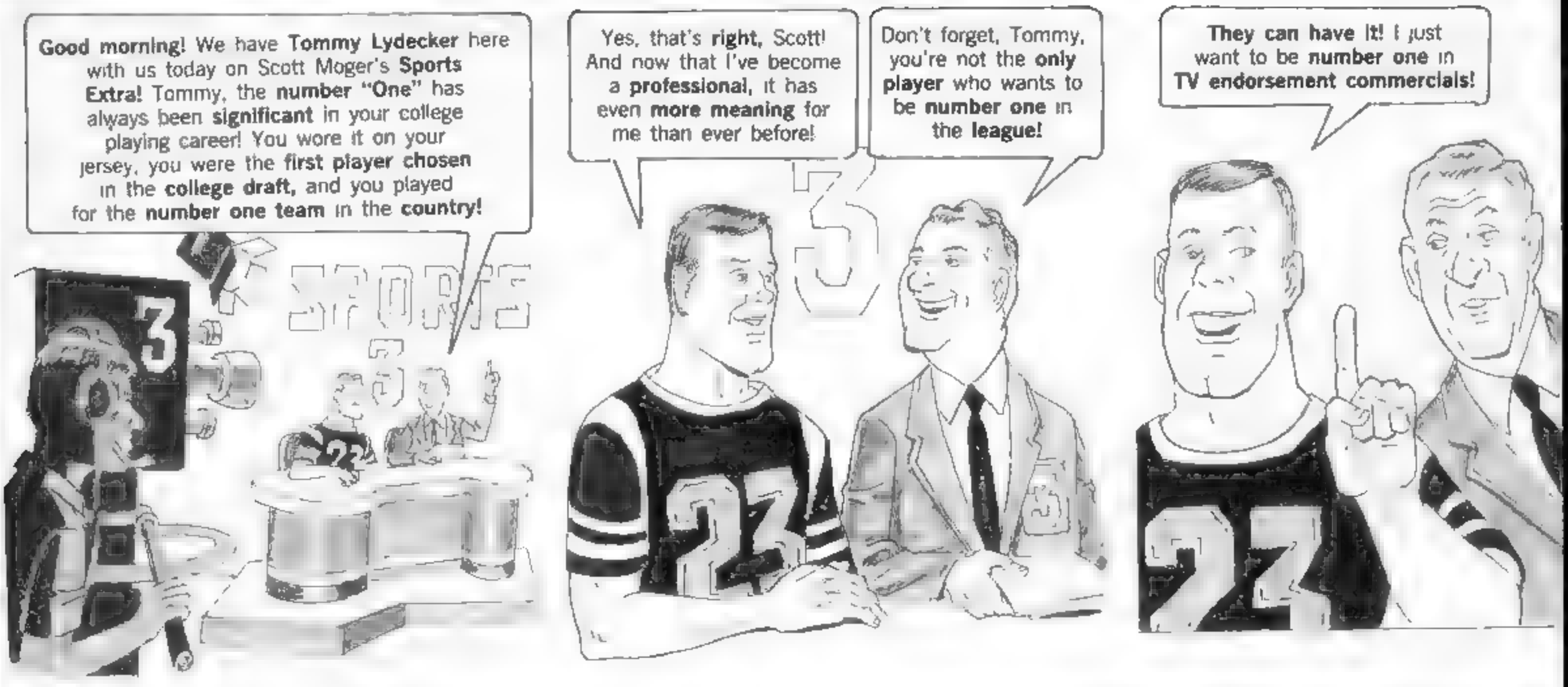
BERG'S-EYE VIEW DEPT.

THE LIGHTE

ART

I thought the government was cracking down on people like you and your obscene art! This painting is an absolute disgrace!
But, sir, I m only an abstract painter! There's nothing even remotely representational in any of my work!

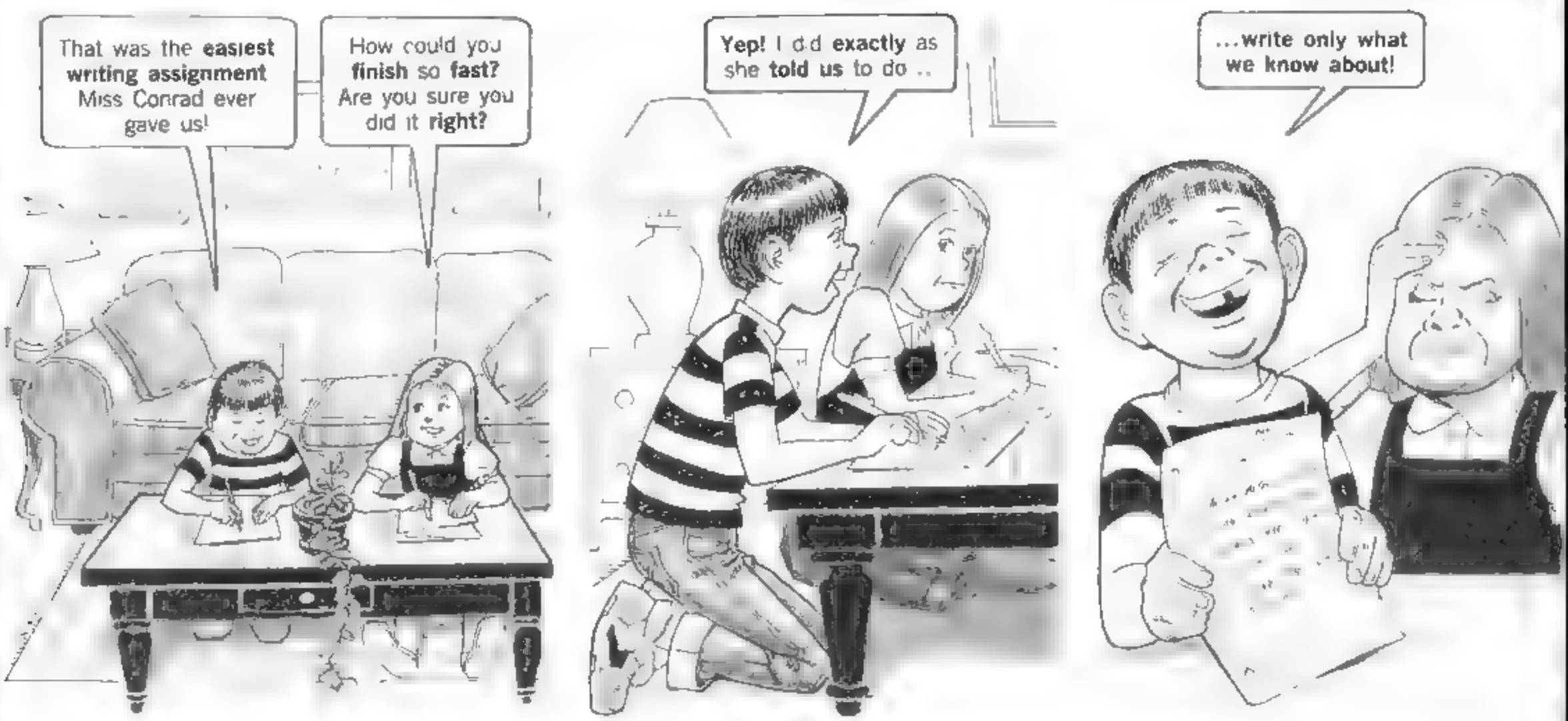
MODERN SPORTS

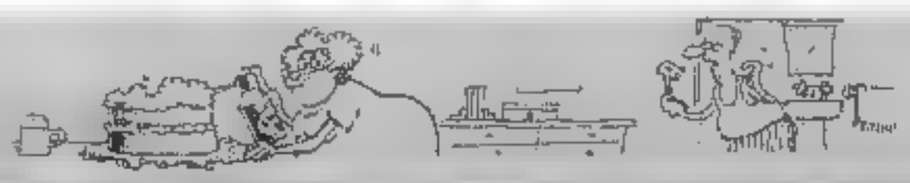

Good morning! We have Tommy Lydecker here with us today on Scott Moger's Sports Extra! Tommy, the number "One" has always been significant in your college playing career! You wore it on your jersey, you were the first player chosen in the college draft, and you played for the number one team in the country!
Yes, that's right, Scott! And now that I've become a professional, it has even more meaning for me than ever before!
Don't forget, Tommy, you're not the only player who wants to be number one in the league!
They can have it! I just want to be number one in TV endorsement commercials!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

KNOWLEDGE


That was the easiest writing assignment Miss Conrad ever gave us!
How could you finish so fast? Are you sure you did it right?
Yep! I did exactly as she told us to do ..
...write only what we know about!



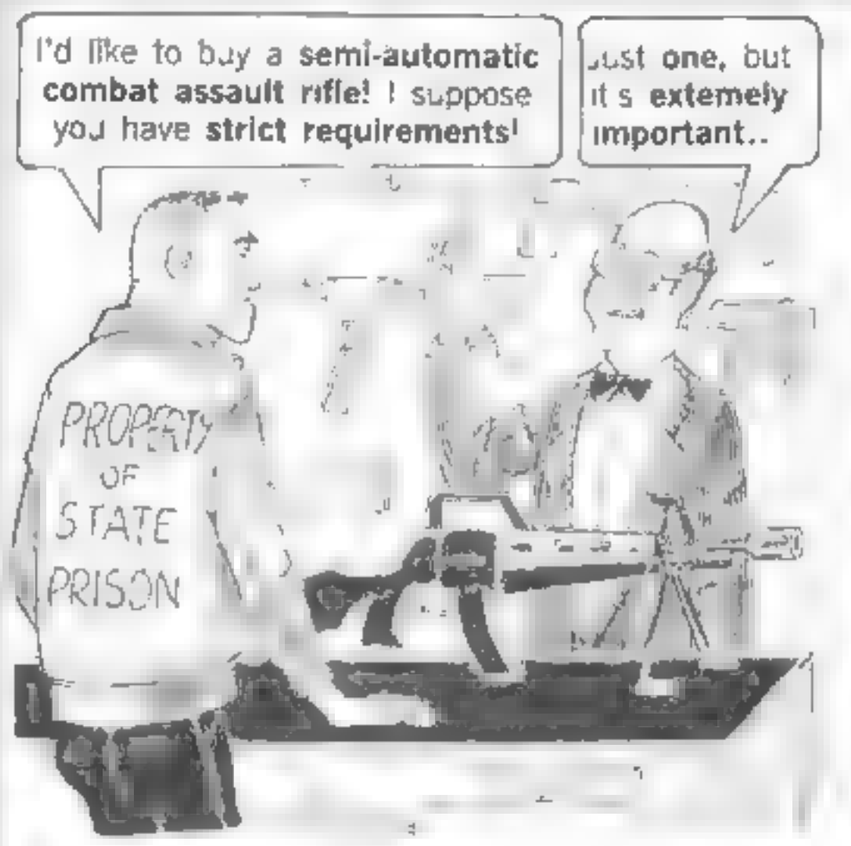
CARS

and this is the **latest addition** to our **new line!** We call it **"Stressless Drive"!** Think of it! A **brand new car** you **never** have to **worry about!**
Really? What makes it so **different** from all the **other new cars?**
This one comes with **scratches** and a **bent fender** already **included!** And at **no extra cost** to **you!**

INTROSPECTION

I know we had a **date** to go the cineplex last night, but I've been so deep in thought lately that I **forgot!** I'm sure you understand, Gail! You see, I'm **trying to find myself!**
Well, that's the **third time** in a row you've **disappointed** me, Jason! But I **do understand!** And when you do **finally find yourself...**
Get lost!

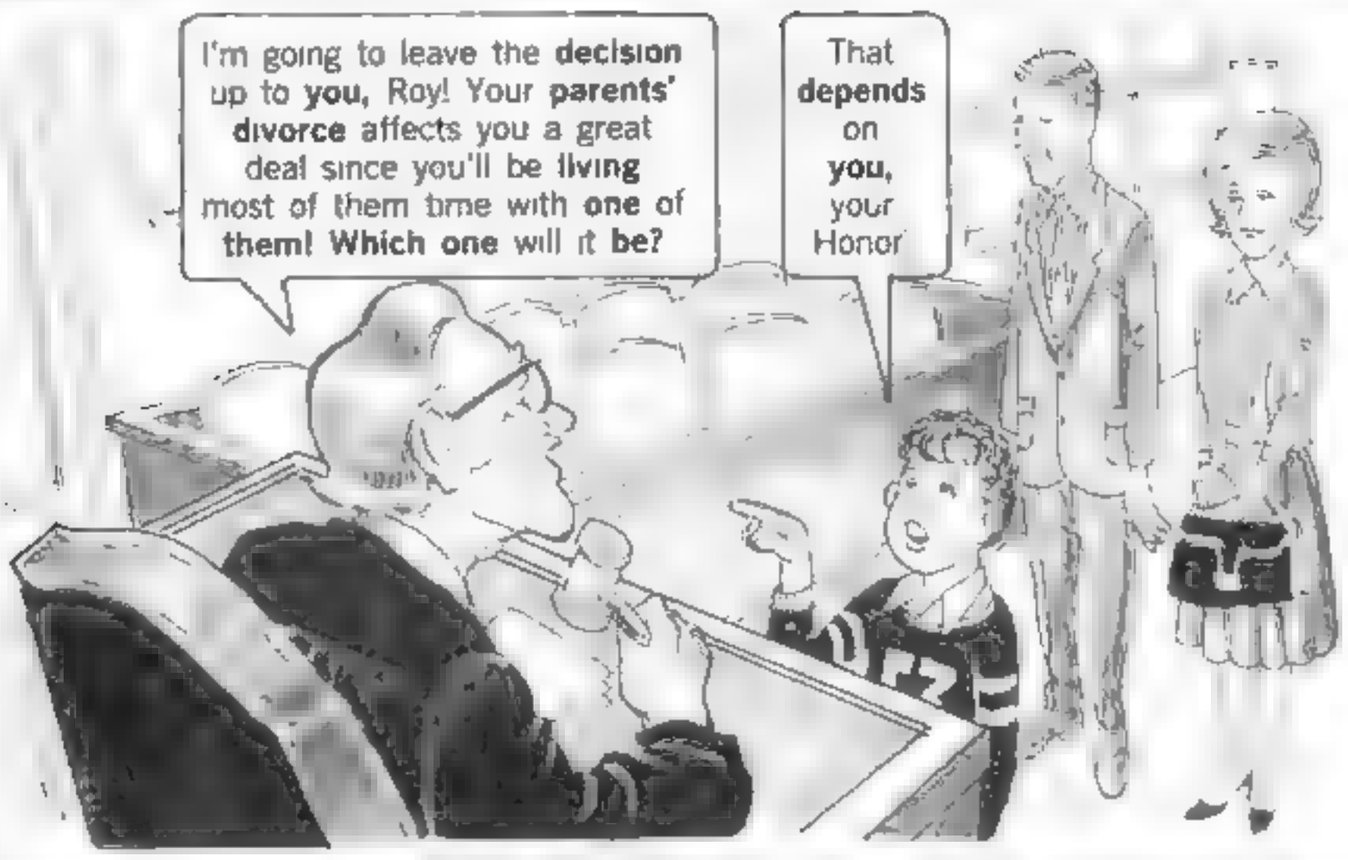
GUN CONTROL


I'd like to buy a **semi-automatic combat assault rifle!** I suppose you have **strict requirements!**
Just **one,** but it's **extemely important..**
PROPERTY OF STATE PRISON

CELEBRATIONS

Our **wedding anniversary** is coming up and I'd like to get something **special** for **my wife!**
I'm sure our **jewelry department** can suggest something appropriate! They're on the second floor! Or perhaps you'd like to visit our **perfume department...**
No, I was thinking about something more in the line of an **iron,** some new **cookware,** or maybe a **food processor...**
Of course! Our **houseware department** on the third floor has **everything** an **incurable romantic** like **you** can think of!
INFORMATION

LIFESTYLES

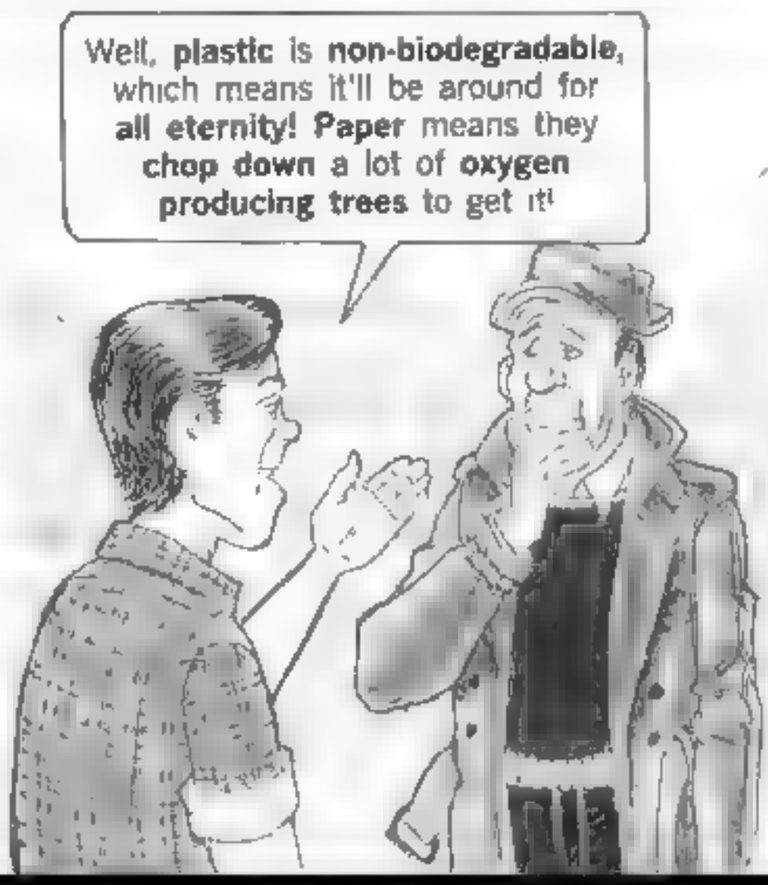

I'm going to leave the **decision** up to **you,** Roy! Your **parents' divorce** affects you a great deal since you'll be **living** most of them time with **one** of **them! Which one** will it **be?**
That **depends** on **you,** your Honor

THE MALL

I can't believe these **bills** from **last month!** It would appear you've **bought** everything you need for the **next two years!** And now you want to go to the **mall again?**
C'mon, daddy, my friends are **waiting** for me! Just give me the **credit card!**

No way, kiddo! And forget that **credit card commercial!** From now on, everytime **you** go to the **mall** I want you to **leave your home without it!**

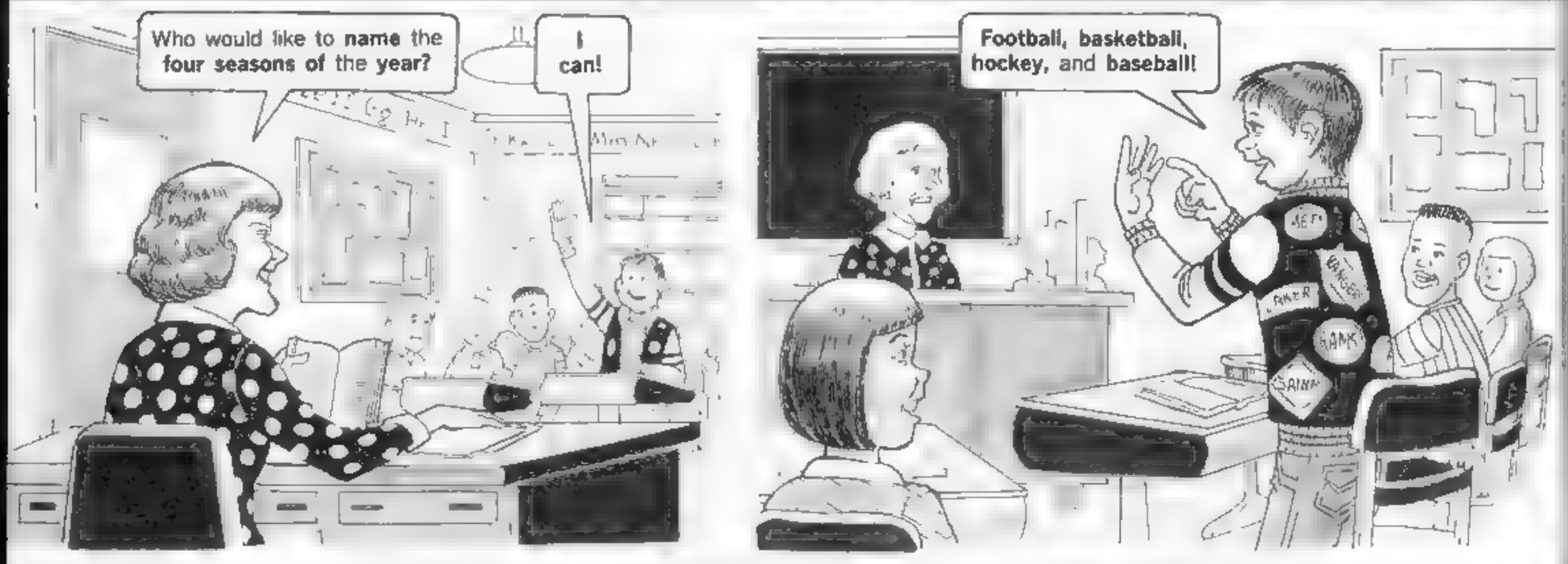
ECOLOGY


Well, **plastic** is **non-biodegradable,** which means it'll be around for **all eternity! Paper** means they **chop down** a lot of **oxygen producing trees** to get it!

THE OFFICE

Boss, the staff got together last night and it's our joint opinion ..
Hold it right there, buster! When I want the opinion of this staff...
...I'll give it to you!
DUKE

LOGIC



DOCTORS

Kaputnik, you're the worst hypochondriac I've ever examined! This list of possible diseases you have is downright silly!
As long as I'm paying the bill, I'll choose whatever silly diseases I want to!

THE RECEPTIONIST'S REVOLTING RESOLUTION

ARTIST AND WRITER: DUCK EDWING

FRANK ON A ROLL DEPT.

THE HYMN OF THE

ARTIST: GEORGE WOODBRIDGE WRITER: FRANK JACOBS

Our eyes have seen the sorrow of a nation gone to pot,
Where the loonies carry handguns and the passersby get shot,
Where the farms are going under and the cities burn and rot—
The Glory Days are gone!

Lordy, Lordy, how'd we do..it?
Now..we have to suffer through..it!
Had..our chance but really blew..it!
The Glory Days are gone!

We've a budget we can't balance, though we once were in the chips;
We've been overspending billions for outmoded planes and ships;
If you haven't figured out who'll foot the bill, just read our lips—
The debt keeps piling on!

Kindly, gently, how they stroke..us
With..their fiscal hocus-pocus!
All..the time they're out to soak..us!
The debt keeps piling on!

We have seen the big polluters fill our waterways with swill;
We have smelled the fishes dying from the latest tanker spill;
If the oil doesn't kill them, then the garbage surely will—
The crud keeps flowing on!

Pity, pity, our poor na-tion!
Who..can stop the devasta-tion?
May-be Bo knows conserva-tion!
The crud keeps flowing on!

We get smacked by soaring prices when we gas up at the pumps;
We have seen the reckless loggers turn our forests into stumps;
Now we're bailing out the S&Ls who've played us all for chumps—
The greed goes marching on!

Surely, surely, trouble's brew-ing
From..the damage that they're do-ing!
We're..the ones who get the screw-ing!
The greed goes marching on!

We have heard those scuzzy rappers spouting sleaze for easy cash;
We're turned off by TV sitcoms spewing out their mindless trash;
All which makes us very thankful for old episodes of "M*A*S*H"—
The drek keeps coming on!

Cowabunga! how we're hat-ing
What..they'll do to get a rat-ing!
Like..a whale regurgitat-ing!
The dreck keeps coming on!

In the alleys of our cities where the poor and homeless dwell,
You can see the victims dying from the crack that pushers sell,
While the bankers launder money for the Medellín cartel—
The crime keeps marching on!

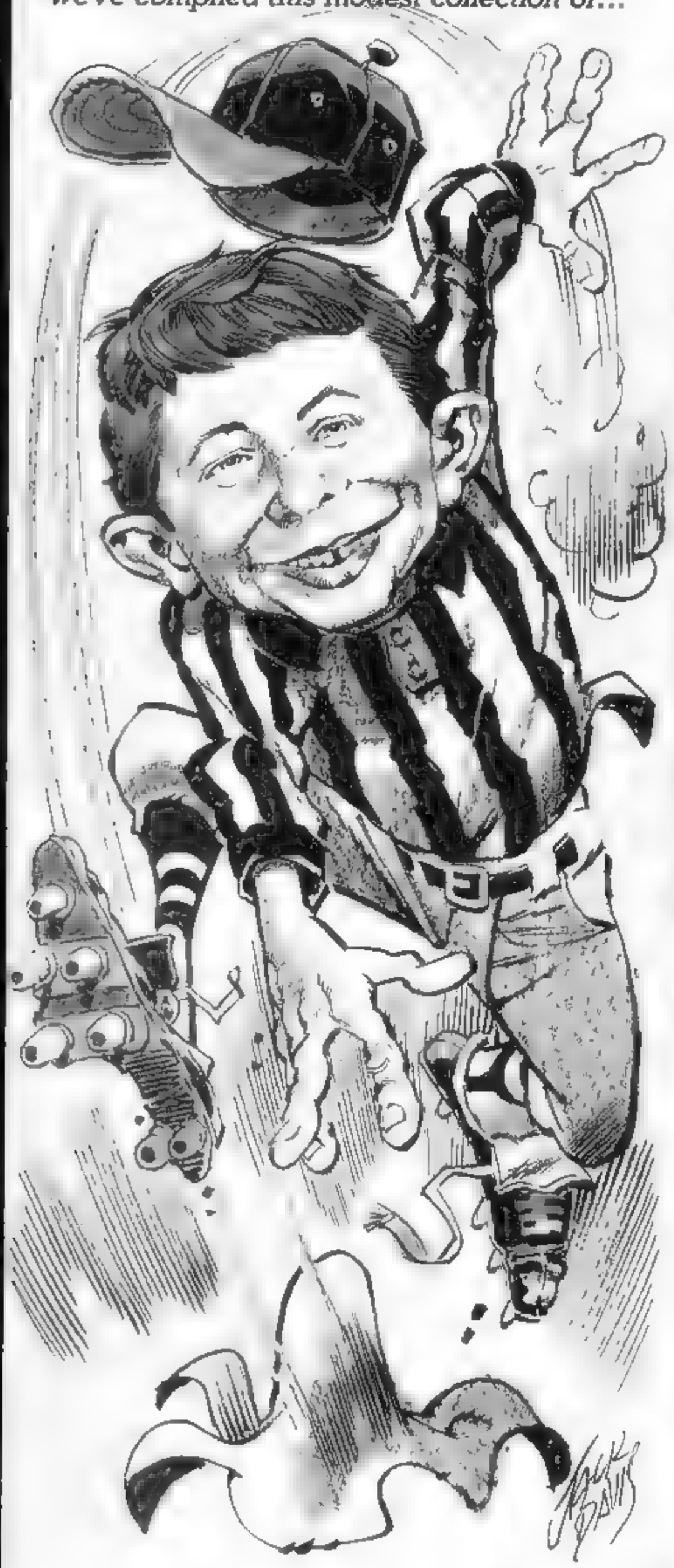
Spurting, gushing, blood is flow-ing,
While..the murder rate is grow-ing!
Down..the tubes we're surely go-ing!
The Glory Days are gone!

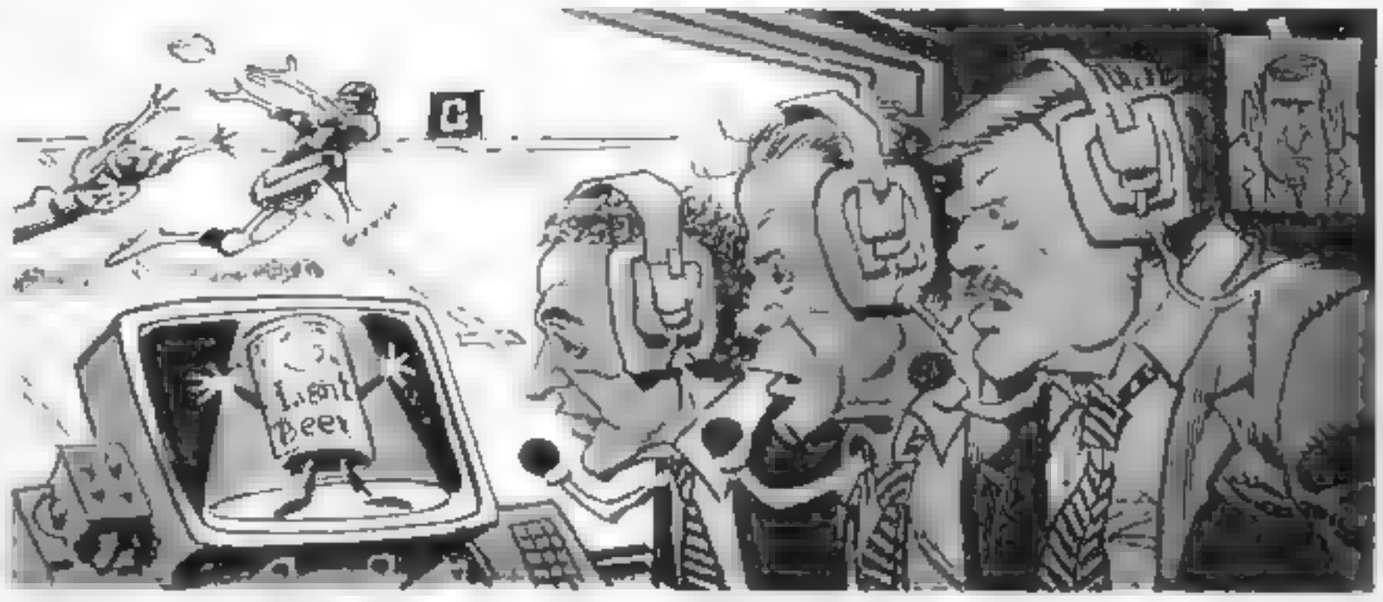
BATTERED REPUBLIC

LITTLE-KNOWN SPORTS

GETTING YOUR FOULS IN AN UPROAR DEPT.

Look through the official rule book for any major sport and you'll find more penalties than you ever hear about as a casual fan! To supplement your sports knowledge (dare we say, to give you athletic support??), we've compiled this modest collection of...





"Resumption of Play before the Network Returns from a Commercial"

"Failure to 'Grandstand' by Player with a Million-Dollar Sneaker Endorsement Deal"

"Unseemly Display of Good Taste in Clothing Worn by Professional Golfer"

 ARTIST: JACK DAVIS WRITER: MIKE SNIDER

(AND RARELY CALLED)
INFRACTIONS

"Break-up of Bench-Clearing Brawl before Enough Highlight Film Has Been Shot for *News at 11*"

"Incomplete Sponsor-Decal Coverage on Car in a Nationally Televised Race"

"Failure to Dive into Press Table for Ball During a College Game with Pro Scouts in Attendance"

"Failure to Throw a Tantrum after Flagrant Pass Interference Call"

"Failure by a Team with One Hit to Accuse Opposing Pitcher of Doctoring the Ball"

AN EMBARRASSMENT OF RICHARD'S DEPT.

Did you ever notice that a three-step ladder has a big label on it warning you not to use the top two steps? And that light fixture instructions tell you what wattage to use "to reduce risk of fire"? Why all this over-cautiousness?

WARNING LABELS

Designed to Head Off

ARTIST: BOB CLARKE WRITER: DICK DEBARTOLO

ROAD CHIEF SUPER BIKE

WARNING: Do not ride this bicycle on highways, streets, roads, sidewalks or any other surfaces not recommended by manufacturer.

Protective gloves, footgear, helmet, goggles and body padding **must be worn** by rider as well as anyone standing in the vicinity of this bicycle.

Attempting to balance yourself on two wheels can result in **physical injury.**

Manufacturer **assumes no responsibility** for consequences if bicycle is ridden at speeds in excess of one (1) mile per hour.

STICKY STUFF GLUE®

DO NOT use Sticky Stuff Glue® on Plastic, Wood, Paper, Fabric or any other materials not expressly covered by our warranty.

Once tube is open, DO NOT inhale or exhale within a two-mile radius of this product.

Store unused portion at Room Temperature, but UNDER NO CIRCUMSTANCE should it be stored indoors.

Any and all leftover glue MUST BE DISPOSED OF using Federally Approved Guidelines for explosives and other hazardous toxic materials.

HI-GENE—*the sanitary straw*

SAFETY GUIDELINES

1. Removal of paper wrapper will result in contamination of straw due to atmospheric bacteria, voiding any and all sanitary claims made by manufacturer.
2. Placement of straw in hot, cold or warm liquids will severely shorten the life expectancy of this product.
3. Do not place either end of straw in mouth or gagging may occur.
4. For maximum protection against germs and possible infection, manufacturer recommends discarding straw after each sip and using a new one.

Simple! In an attempt to limit their liability from lawsuits, manufacturers are putting more and more warnings on their products. How far will this warning trend go? Probably to new heights of stupidity! You'll see as we now look at...

OF THE FUTURE

Potential Lawsuits

WARNING: The purchaser of this magazine assumes all responsibility for any loss of braincells that may result from reading this article.

SNOWMAN Air Conditioner

FOR SAFE OPERAT ON OF YOUR SNOWMAN A.R CONDITIONER. FOLLOW THESE SAFETY RULES CAREFULLY!

a. Shut off main power source to your entire block before plugging unit into a properly-wired electrical outlet.

b. Do not place this unit on a window sill without first supporting sill with cast iron I-beams.

c. Under no circumstance should this unit be used in areas of high humidity or extreme heat.

d. Touching or adjusting knobs while unit is running is not recommended. To adjust Tempera ture Setting from low to medium or medium to high cool, shut off unit, adjust setting and wait six hours before restarting.

THE BIG HIT HAMMER

READ BEFORE USING

DO NOT use your Big Hit Hammer to strike any object other than household nails appearing on our approved list of authorized household nails.

BE SURE to allow hammer to cool off between strikes.

FOR SAFEST RESULTS, use your Big Hit hammer only under the strict supervision of a Professionally Licensed Carpenter.

LITTLE INDIAN TOY BOW & ARROW SET

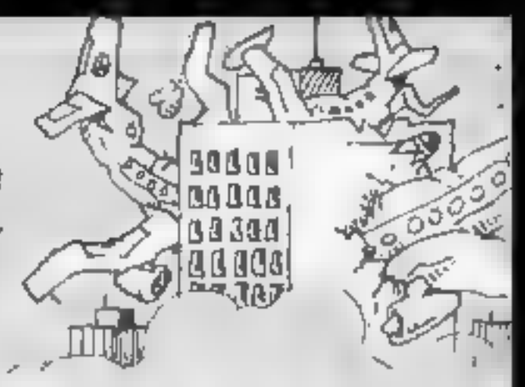
WARNING! THIS TOY IS NOT A TOY! **WARNING!**

- **Do not view or open this package unless in the presence of an adult American Indian.**
- **Keep arrows in a secure place, far away from bow.**
- **Keep bow in a secure place, far away from arrows.**
- **Under no circumstance should this bow be used to shoot arrows at any person, animal, object or target!**

SOARING TO NEW FRIGHTS DEPT.

Mankind likes to set goals for itself. This century, the biggies were things like running a "4 Minute Mile"..

Building the first "100 story skyscraper"..



THE NEW BENCHMARKS, *THAT MANKIND IS RAPID*

THE 1,000-MILE OIL SPILL

THE 60-DIGIT LONG DISTANCE PHONE NUMBER

THE 100-YEAR-OLD PRIME TIME SOAP STAR

THE 200 DECIBEL STAND-UP COMEDIAN

And flying a "faster-than-the-speed-of sound" jet aircraft,

Well, we've already done all that! But fear not! We Homo Sapiens are always reaching for new heights (or depths!), as you'll see from this progress report on..

RECORDS AND BARRIERS
LY APPROACHING PART I

ARTIST: SERGIO ARAGONES WRITER: MIKE SNIDER

THE 5-BIMBO TV EVANGELIST SCANDAL

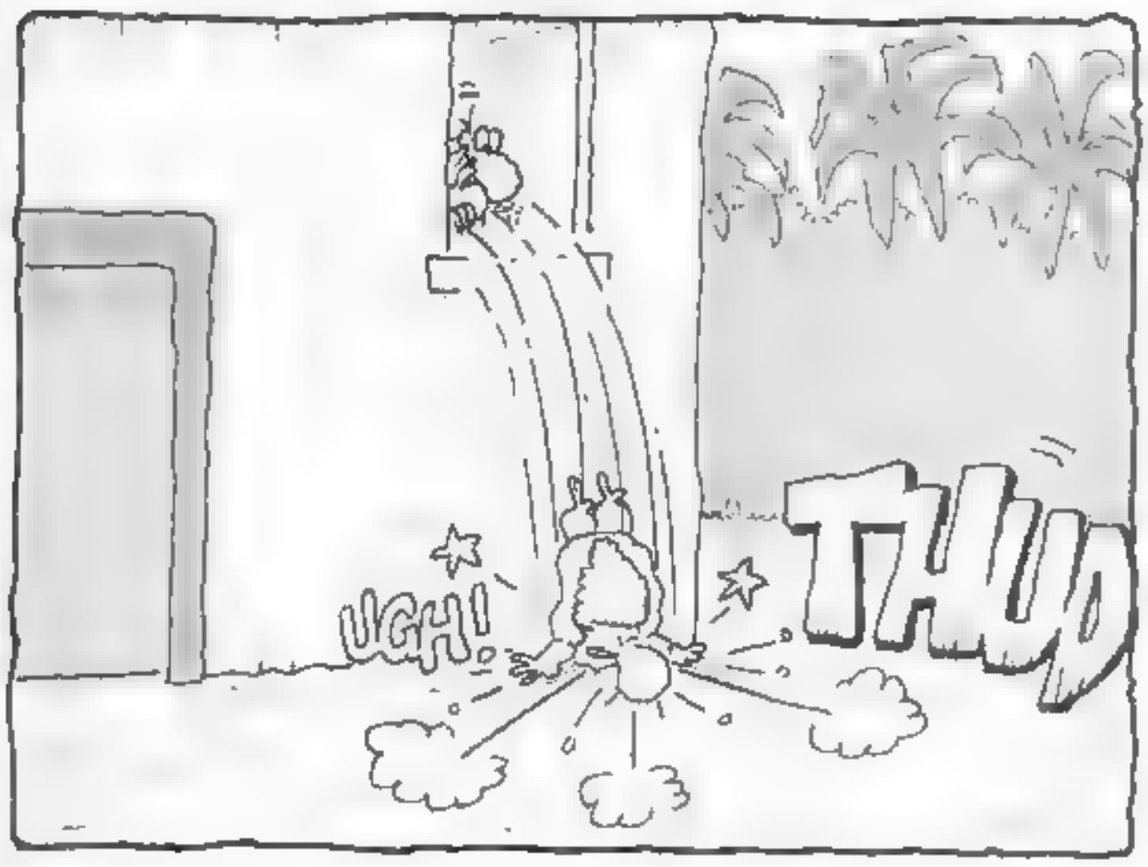
THE 75-PANHANDLER NEW YORK CITY BLOCK

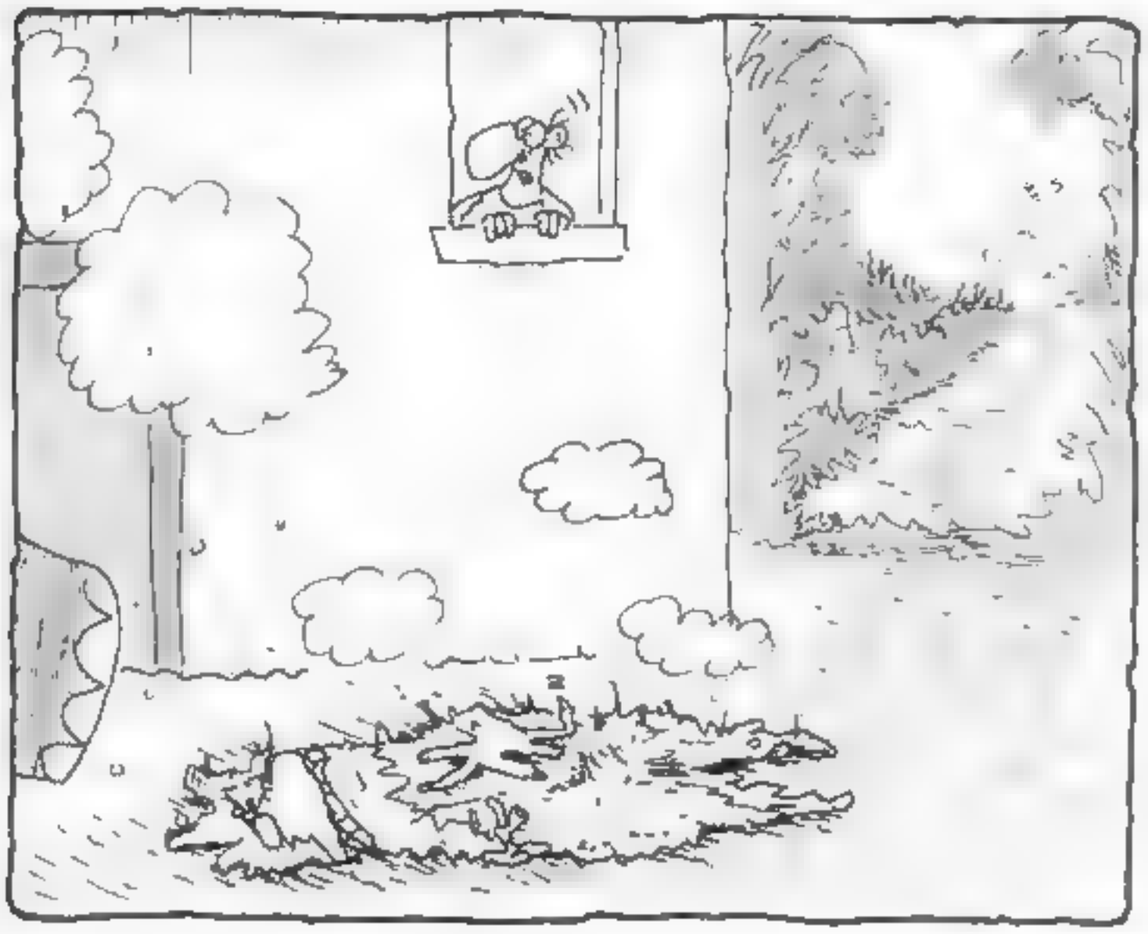
THE 10-SENATOR BRIBE

THE 75-BAD GUY CHUCK NORRIS BULLET

THE 100-CHARACTER STEVEN BOCHCO SERIES

THE BLOODCURDLING BLUE-CROSS BROUHAHA





ARTIST AND WRITER: DUCK EDWING

STAT'S ENTERTAINMENT! DEPT.

The .5 of you who actually read intros to MAD articles already know (from MAD #284) what demographics are. But for the other 99.5% (who aren't reading this anyway, which makes it a complete waste of time!), demographics are the statistical breakdown of a TV audience by age, sex, income, hat size, etc. Networks use this information to attract advertisers, which makes sense, except for one thing: Most ordinary demographics are useless! Sure, they tell you who's watching a given show but they don't tell you the reason why! That's where we come in with another installment of...

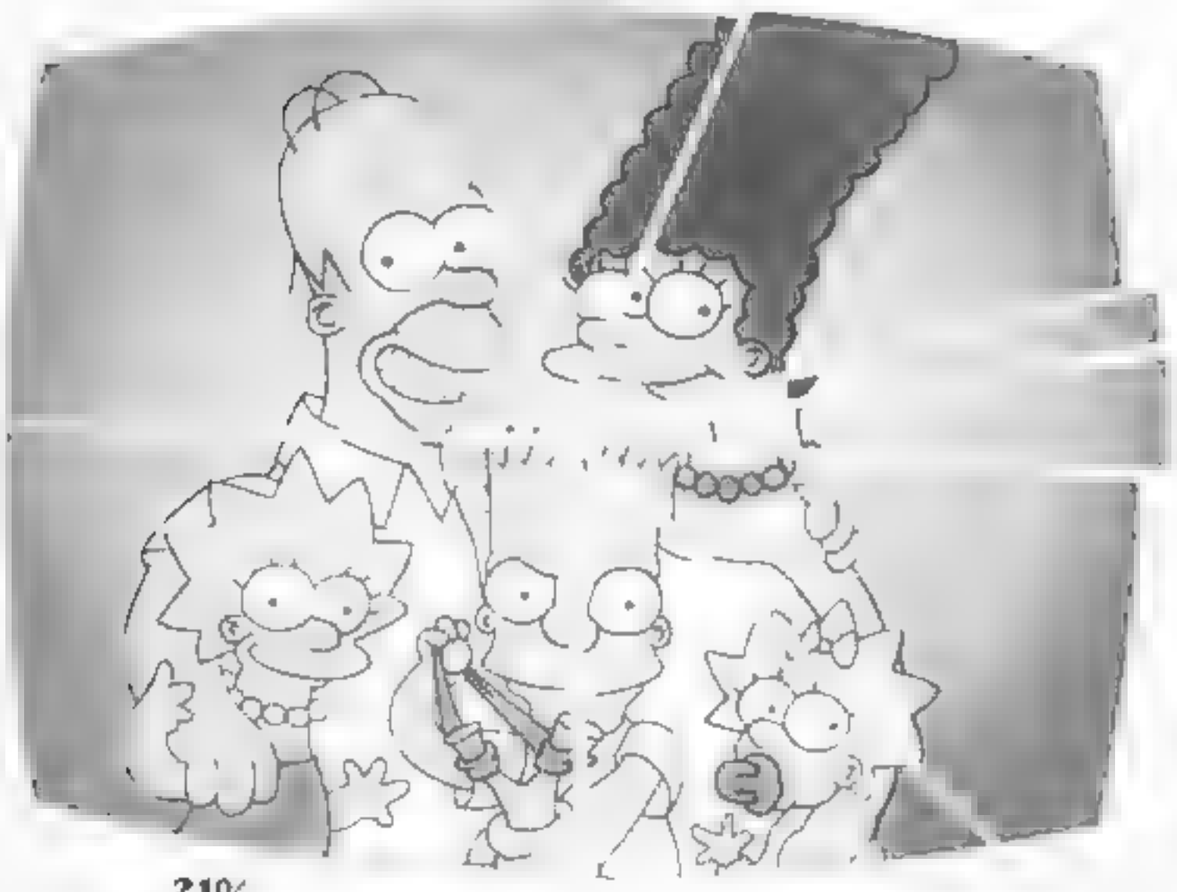
THE REAL DEMOGRAPHICS OF VARIOUS TV AUDIENCES

VOLUME II

ARTIST: BOB CLARKE

WRITER: MIKE SNIDER

THE TYPICAL *THE SIMPSONS* AUDIENCE



31%
Schlumpy real-life Dads who make Homer look 3-dimensional

26%
Real-life nuke technicians who make Homer look brilliant

13%
Jocks who found *The Jetsons* and *The Flintstones* too sophisticated

3%
Disney animators wondering why they spent all those years working so hard

12%
Toy and doll makers who missed the "ALF Bandwagon," not about to be caught napping again

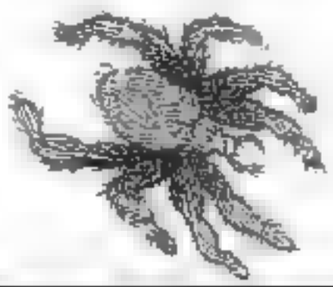
14%
Kids about to be seriously injured when they try to give themselves a haircut like Bart's

1%
FOX Executives peeing their pants over finally having a hit

THE TYPICAL *ROSEANNE* AUDIENCE

18%
Obese truckstop waitresses working busily on stand-up comedy material

31%
Writers, directors and producers fired by Ms. Barr



12%
Far-sighted *Growing Pains* viewers wondering how the Seavers could "let themselves go" like this

7%
Women turned on by big men in jeans, hoping to see some rear cleavage

5%
Fans of little DJ waiting for his second line this season

23%
K-Mart clothing shoppers who want to "browse a bit more" first

4%
Gagwriters trying to overcome "fat joke writer's block"

THE TYPICAL *NIGHTLINE* AUDIENCE

27%
Men with really, really bad haircuts who don't feel so bad anymore

3%
Well-informed pimps and prostitutes, on their break

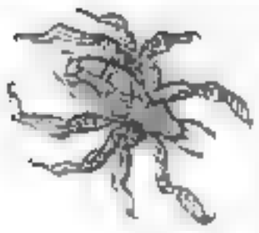
8%
Lazy high school students hoping to absorb enough to pass the Current Events quiz tomorrow

6%
Nearsighted old folks who don't remember Howdy Doody being so "up" on the issues of the day

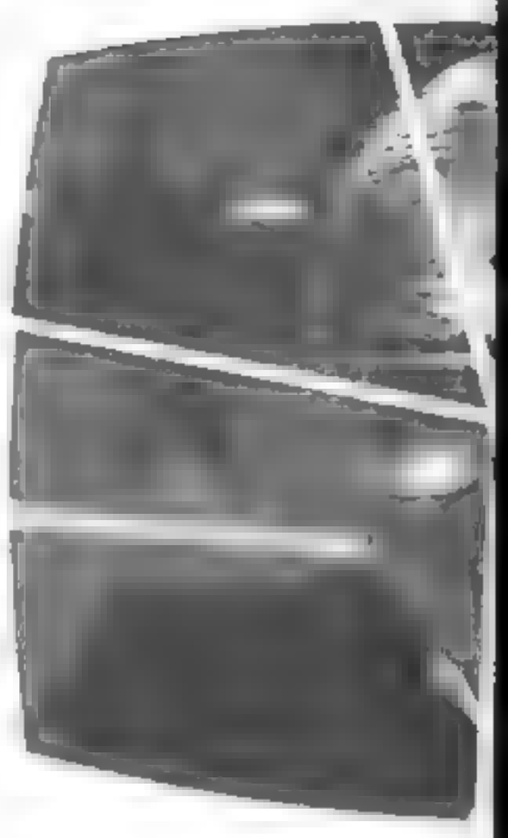
10%
"Weak Carson-monologue" refugees

23%
Wives claiming to be "news junkies" until their husbands fall asleep

23%
Husbands claiming to be "news junkies" until their wives fall asleep



THE TYPICAL *STAR*



16%
Stickers for accuracy who found *The Gong Show*'s judging too unscientific

35%
High school prom organizers looking for entertainment they can book dirt cheap

THE TYPICAL *THE WONDER YEARS* AUDIENCE

52%
Children of the children of the 60s trying to see what made their parents so screwy

34%
Burned-out 60s acid heads who think they're watching a contemporary sitcom

6%
Vietnam vets, now wondering why they fought for people like this

8%
thirtysomething viewers who enjoy adults *and* kids whining

THE TYPICAL *ENTERTAIN*

18%
Beauticians betting among themselves whether Mary Hart's legs are hot waxed or shaved

18%
Dentists betting among themselves whether Mary Hart's teeth are capped, bleached or bonded

29%
Not-too-particular viewers with a half-hour to kill between *Wheel of Fortune* and *Tic-Tac-Dough*

THE TYPICAL *AMERICA'S MOST WANTED* AUDIENCE

21%
Aspiring "Unsolved Mysteries"

17%
Other fugitives keeping up on all their friends

14%
Already imprisoned criminals, scouting the "new blood"

12%
Alabama rednecks, baseball bats in hand, ready to "go out an' get 'em!"

6%
Over-ambitious school hall monitors

30%
Those convinced John Walsh is the most suspicious looking character on the show and want him arrested

THE TYPICAL *MISTER*

13%
Bright 2-year-olds

37%
Slow 10-year-olds

26%
Really slow (and unemployed) 25-year-olds

SEARCH AUDIENCE

42%
Amateur comics hoping *Star Search* might make them a household name —like it did for Brad Garrett

7%
Folks who never get tired of Ed McMahon's horse-laugh

51%
Hill Street Blues and *St Elsewhere* viewers now addicted to confusing ensemble cast shows

18%
Transcendental meditators who like the sound of "Victor Sifuentes" better than their own mantra

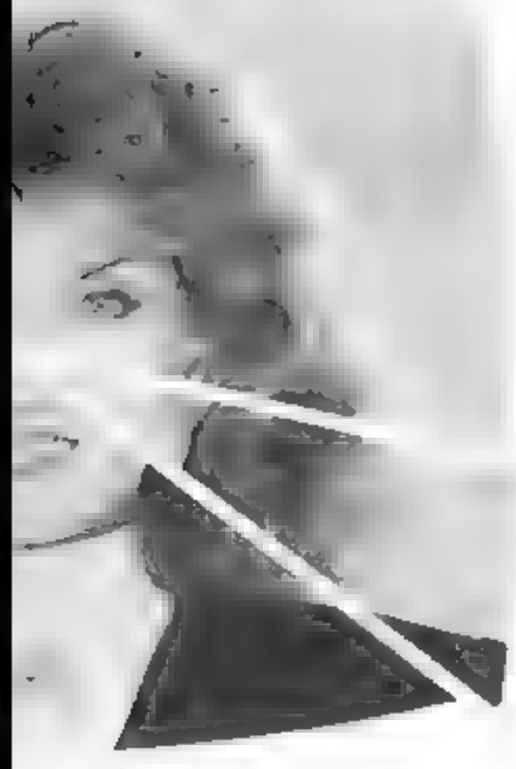
THE TYPICAL *L.A. LAW* AUDIENCE

5%
Friends and relatives of courtroom extras hired for that episode

24%
Benny wanna bes"

2%
Guys still hoping to find out what the Venus Butterfly" is

MENT TONIGHT AUDIENCE



14%
Ex-evening news viewers fed up with the lack of "Cher's latest boyfriend" coverage on the networks

21%
Folks who think there's not enough Show Biz hype on the other 23½ hours of the TV day

25%
People who just wanna boast they found their local FOX station on the UHF dial

31%
Unmarried people, gloating to themselves

4%
"Decency in TV" watchdogs furiously taking notes

2%
People who can't get enough constipation humor

THE TYPICAL *MARRIED... WITH CHILDREN* AUDIENCE

9%
Tobacco industry lobbyists with the hots for Peg

2%
Wives of TV Evangelists admiring Peg's hair

6%
Really dysfunctional families who think they're watching a documentary

21%
Husbands with wives more like Roseanne, who'd trade places with Al in a second

ROGERS AUDIENCE

19%
5 year-olds disgusted with "that pompous and superficial Bryant Gumbel" over on NBC

4%
President Bush's voice and gesture coaches

1%
Reagan appointed judges and ambassadors

64%
Tom Bosley's fellow cast members from *Happy Days* and all its spin-offs

11%
Very disturbed and lonely guys with a "thing" for Tracy Nelson (and nuns')

6%
Fans of the Inquisition who think the clergy never should have gotten out of "the law and order game"

THE TYPICAL *FATHER DOWLING MYSTERIES* AUDIENCE

5%
ABC Executives hoping this will "count" for something once they get "up there"

3%
TV Viewers who find most Private Eyes a little loose in the morals department

1%
Viewers who didn't get enough of Tom Bosley from those Glad Bag commercials

8%
Rabbi Detectives keeping tabs on the competition

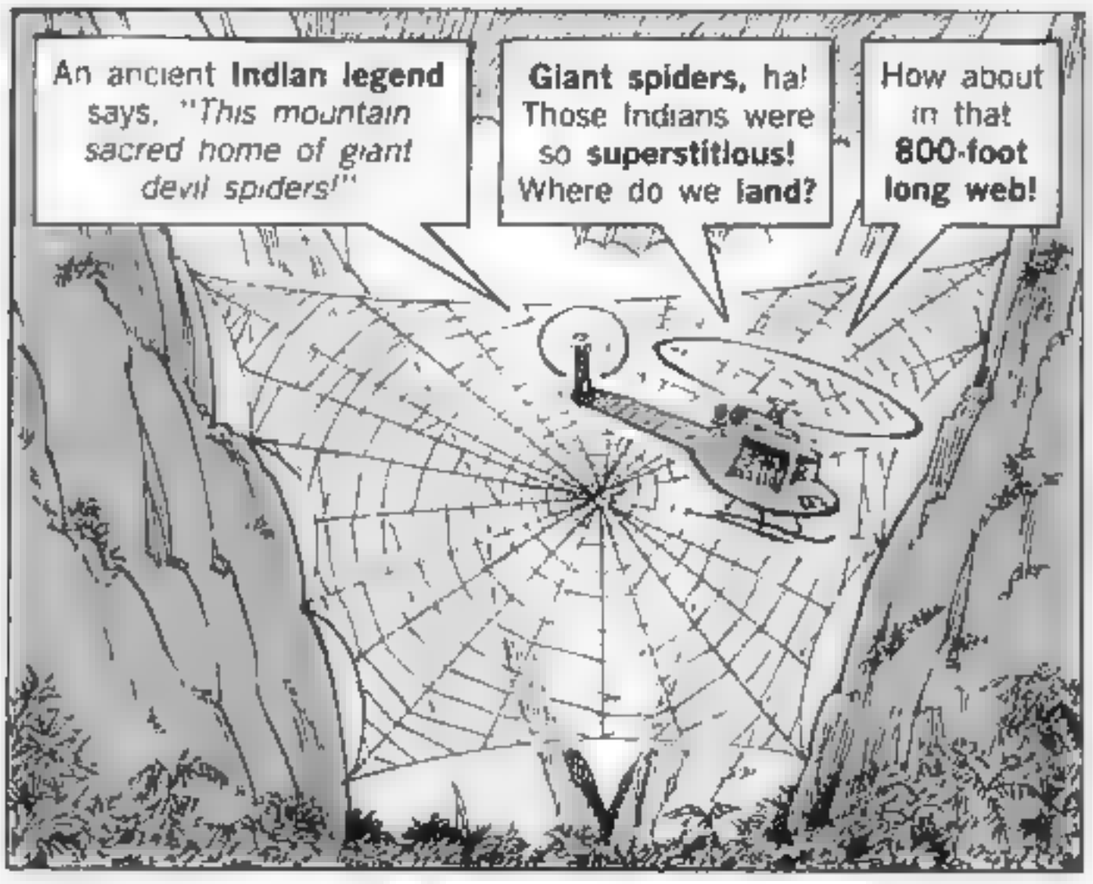
2%
Catholic murderers and kidnappers

ANOTHER CLOSE CRAWL DEPT.

Here we go with MAD's version of the latest movie from producer Steven Spielberg! You know Spielberg...He's the guy who gave us a fear of sharks in *Jaws* and a fear of snakes in *Raiders of the Lost Ark*! In this film, he's decided to give us a fear of spiders! Yessiree, when it comes to scaring audiences, Stevie sure has...

A KNACK

ARTIST: PAUL COKER


An ancient **Indian legend** says, *"This mountain sacred home of giant devil spiders!"*
Giant spiders, ha! Those Indians were so **superstitious!** Where do we **land?**
How about in that **800-foot long web!**

What are you **spraying,** Doctor Aspirin?
It's a special **fogging agent** that affects only the **nervous systems** of **insects!**
Then why are the **funnels** filling with so many different **animals?**
Don't blame **me** because **animals** are too **stupid** to **read** a **label** on a **spray can!**

Well, we're **here!** I just hope I can make the **adjustment** from **big city doctor** to **country practitioner!** Back home I got **$2,000** to remove an **appendix!** Here, I get **four chickens** and **fresh milk** for a **year!**
That's true, but at least **now** you get them without having to go nuts filling out two dozen **Blue Cross forms** and waiting over **six months** for **payment!**
I **hate** the country **already!** Heck, I'm a **city dog!** And the last **fire hydrant** I saw was **33 miles back!**

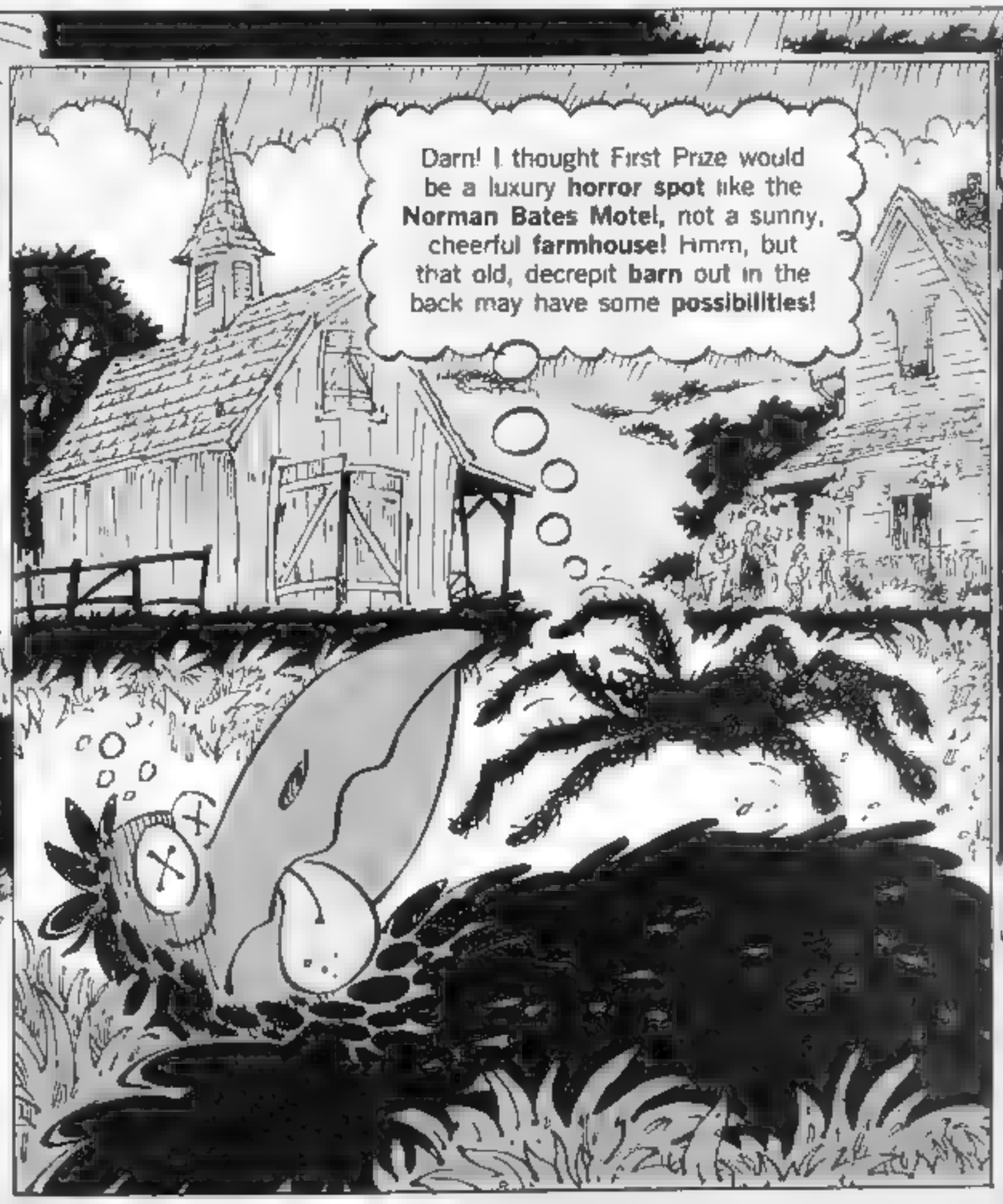
· FOR · PHOBIAS

WRITER: DICK DEBARTOLO

This is **amazing!** These **spiders** have **no reproductive organs!**
But they have plenty of **poison venom!** They just **killed** our **photographer!**
That just shows you how **angry** they are at not having those **special organs!**

Send this photographer's **body** back to his home in Cannibal, California! And make sure you put all his **belongings** in the **coffin** with **him!**
Okay, but for some reason his **hat** is **walking** all over the **place!**
Hmm, I think that's the very first **eight-legged cap** I've ever seen!
I'm sure glad I entered that **Spider Lotto game!** Imagine! A **free trip** to the **States!**
Miami Dolphins

You know, sis, our folks were able to get a **nice car,** a **nice house,** and **nice furniture!** Too bad they **weren't able** to get either one of us a **personality!**
That doesn't **bother me!** In a **school** filled with **bores,** we'll **fit right in!**


Darn! I thought First Prize would be a luxury **horror spot** like the **Norman Bates Motel,** not a sunny, cheerful **farmhouse!** Hmm, but that old, decrepit **barn** out in the back may have some **possibilities!**

What made you change your **mind** about **retiring** and letting me take over your **practice,** Dr. Midwife?

There are so many **exciting medical breakthroughs** being made today! Like **buffered aspirins!** What'll they think of **next?**

Hmm, you're really up on the new **"wonder drugs,"** aren't you! What do you think about those **time-released aspirins?**

See what I **mean?** I **can't** quit the medical profession now at the very **height** of its **potential!**

This is **Dr. Moss,** the wonderful **new doctor** I was **telling** you about!

I've heard **so much** about all the **high-tech, big city medical equipment** you've brought to our small town! Imagine, **separate thermometers** for **oral** and **anal! Wow!**

Oh, how I **love** lawn parties! I just gave out **200 tickets** for **illegal parking!**

Great snacks at this party! Especially the **waiter** with the **platter** of **shrimp!** Best waiter I ever **ate!**

Life is so **fragile!** Just think, Mrs Hollow was **alive** in one panel, and here she is— **dead** in the **next!**

You seem to be taking the **death** of your first patient very **hard, Doctor!**

Why **shouldn't I?** Not only was she my first **patient,** the old broad **never** had time to **pay** her **bill!**

I love **wakes!** I just gave out **200 tickets** for **parking** on the **grass!**

I don't know how she could have **died!** I had **prescribed** something for her to **take!**

I took her **off** that stuff!

Aha! Then you **killed her!**

Dr. Midwife, no person **ever** died from being **taken off placebos!**

I'm ordering an **autopsy** to find the **exact cause** of her **death!**

That's **utterly ridiculous!**

Then what do **you suggest** instead?

A thorough examination of the **dead woman's body!**

Why not take your mind off **killing** your **first patient,** dear? Come see the **pictures** I've been taking of the **monster spider web** in the **barn!**

No way! I hate **all spiders!** I can't forget the time a spider crept into my **crib** and **touched** my **bare legs!** I was **scared to death!**

Serves you right! You should **stop sleeping** in a **crib** and **start sleeping** in the **large bed** with **me** like a **big boy!**

Doc, thanks for coming to the **gym** to **examine** the **boys,** but I think maybe you're a little **uptight!** You examined **24 students** and now we have **24 hernias** to deal with! I'm **no physician,** but I think you've got to **loosen your grip!**

I don't want to talk about your **medical skills,** but the football player you said was in **excellent health** just **died!** It seems that **everyone** you examine **dies!**

Pay **no attention,** Doc! I think your work is **terrific!** Here, let me give you my card! I'm the **owner** of the **Cannibal Coffin Company Unlimited!**

Both the **old Doc** and his **wife died** after you **examined** them!

Me? I **never** examined **either of them!**

Oh, sure, **right!** You didn't **examine** them! Are you trying to say that there's **another** sadistic **killer** in this town?

I'm glad you're going to be working with me, **Doctor Guilt!** I told the sheriff we had to **dig up** the **bodies** of the football player and Mrs. Hollow to check for **spider bites!**

That's **great!** What did the sheriff **say?**

Nothing, but can you help me remove a few hundred **parking tickets** from my **windshield** so I can **drive home?**

You're the **spider expert, Dr. Advil! Dr. Moss** and the town of **Cannibal,** California, desperately need your **help!**

I'm sure all this **spider** stuff is just someone's **vivid imagination,** but I'll come! How do I **get there?**

Take route 33 to the **giant spider webs!** Then just follow the long line of **blood-drained bodies** in the **road!**

We're checking Mrs. Hollow's house for **spiders...**

There's a **big spider** in this **box** of **cereal!**

Nah, those are new **Honey Frosted Webs!** There's a **free spider** in **every** box

Whew! For a minute I thought we might be dealing with a **"cereal"** killer!

Dr. Advil, do you think there are **other killer spiders?**

Yes! There's **always** more than one! At least that's what the **study shows!**

The study of **Arachnids?**

No, the study of **scary movies!** There are **always** huge numbers of **killer whatevers**—flies, birds, or ants!

Hi, I'm **Dullwit,** the **exterminator** from **Bug 'N Brew!**

Boy, you sure look **impressive** with all that **wild equipment** and those **heavy shoes, gloves,** and **stuff!**

When you charge **80 bucks an hour,** you've **got to** look impressive. Besides, this kind of **get-up** didn't hurt **"Ghostbusters"!**

My daughter was taking a **shower** and she said she saw a **giant spider!**

I don't see any **spider!** Maybe your daughter should **get back in the shower** while **I watch** to **make sure!**

If there is some sort of **killer spider** on the loose, do you have something that can **surely destroy** it?

No problem! The stuff in this can has **more chemicals** than **TANG** and **TWINKIES combined!**

TANG? TWINKIES? **Yipes!** This guy's got a **loaded arsenal! I'm outta here!**

This town is plagued by a pack of **killers** that **suck people dry**—the dreaded **Internus Revenus Spiderus,** or **IRS** for short! They love to nest in **barns,** and **flashbulbs** seem to **speed up** their **gestation period!**

Uh-Oh!

Is it necessary to destroy them **all?** My undertaker business has **never been better** since those **delightful little guys** moved into Cannibal!

As the country's **leading spider expert,** why not describe the **queen spider** for us so we **know what we're looking for!**

Well, it's a **big, yuccky, scary-looking mother** with **huge hairy legs... yecch! I itch all over!**

Your **scientific approach** to the subject is **mind-boggling,** Dr. Advil! What do we do when we **find her?**

We'll take this **unabridged Encyclopedia** of **Arachnids**—and use it to **squish** the @#%&* into the **ground!**

Of **all** the **wine cellars** in **California,** why does this spider pick **mine?** I'll **smash** it with a bottle of **wine! Which one** goes best with **spider,** a nice, **red burgundy** or a dry, **white chardonay?**

Country living is definitely **not** for **me!** I'm moving back to **good old big city** living where I only have **armies** of **slimy roaches** to deal with!

A light, fresh beaujolais sounds good!

Well, how was your **first day back** at being a **big city doctor?**

Quite frankly, I **miss** those **spiders!**

I **can't believe** what you **just said!**

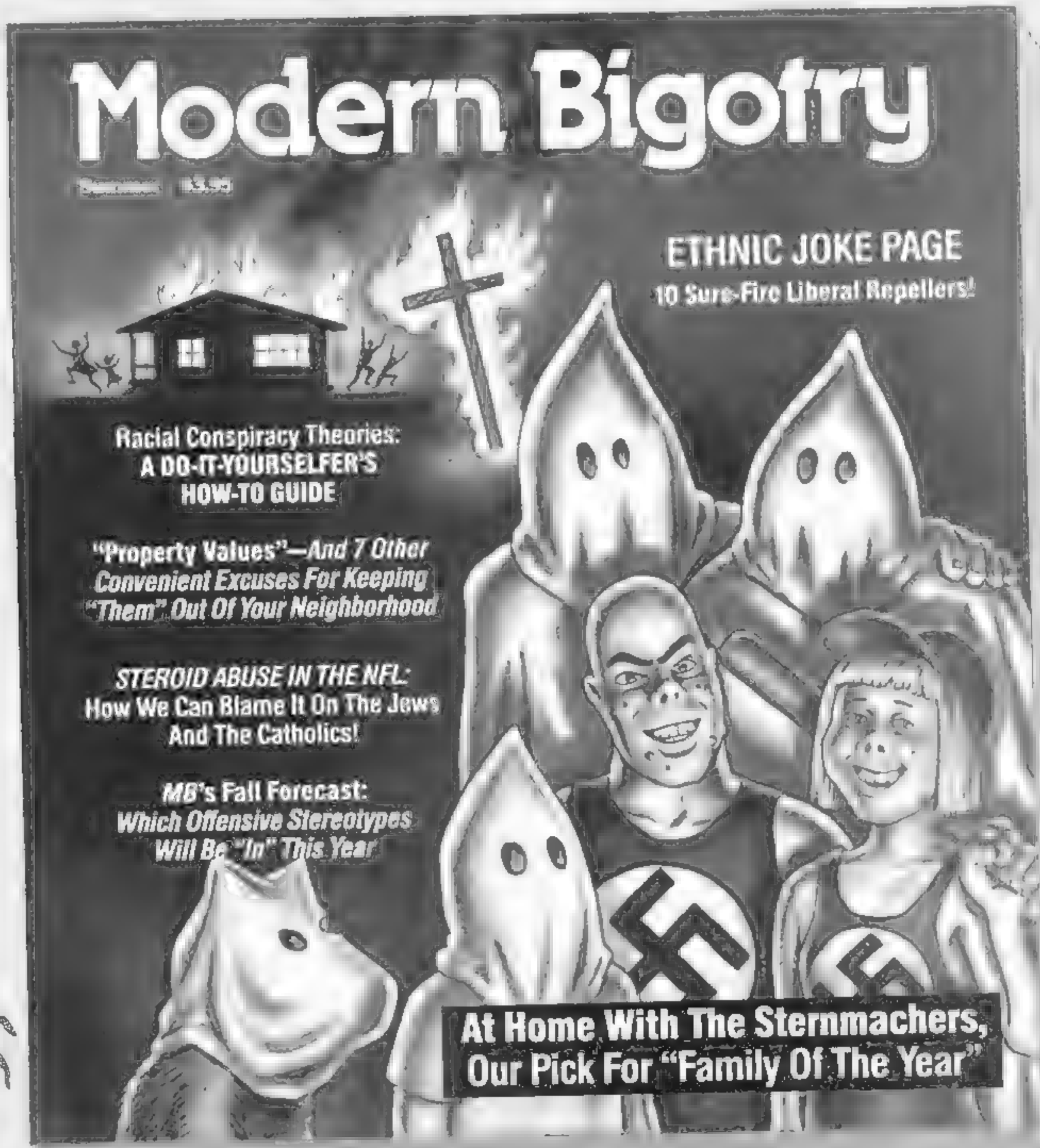
I saw **three patients** this morning, and by **noon** they were all **dead!** Without the **spiders** to blame it on, I'm going to be **run out of town** with **malpractice suits!**

PUBLISHERS JEERING HOUSE DEPT.

"Lifestyle" magazines are all the rage. There are magazines for everyone from astrologers to zoo keepers ... from lesbian poets to right-wing mercenaries ... from the physically-fit to the mentally-unfit (you're holding it in your hands!). But in the rush to cover every specialized group, some much more common—if annoying—lifestyles have been completely ignored! In fact, some budding Bill Gaines or Hugh Hefner is going to make millions if they ever come out with some of these ...

New Lifestyle Magazines

FOR HUGE UNTAPPED AUDIENCES


Modern Bigotry
ETHNIC JOKE PAGE
10 Sure-Fire Liberal Repellers!
Racial Conspiracy Theories:
A DO-IT-YOURSELFER'S
HOW-TO GUIDE
"Property Values"—And 7 Other
Convenient Excuses For Keeping
"Them" Out Of Your Neighborhood
STEROID ABUSE IN THE NFL:
How We Can Blame It On The Jews
And The Catholics!
MB's Fall Forecast:
Which Offensive Stereotypes
Will Be "In" This Year
At Home With The Sternmachers,
Our Pick For "Family Of The Year"

ARTIST: JOHN POUND WRITER: MIKE SNIDER

Fred Travalena's Bogart Or Rich Little's Bogart: Which Should You Rip Off?

Stalking The Elusive Dan Quayle Impression: Is An Open-Mouth "Duh" Really Enough?

AMATEUR IMPRESSIONIST

Feb. $3.00

AMAZING TRUE STORY: "I Did Eddie Murphy's Laugh At A Party For 2 Hours Straight—And Lived!

New Product: Chin-Mounted Spit Guard For Doing Daffy Duck and Porky Pig In Crowds

Hot New Trend For Las Vegans:
Impersonating Specific Elvis Impersonators

POPULAR GOLD DIGGING

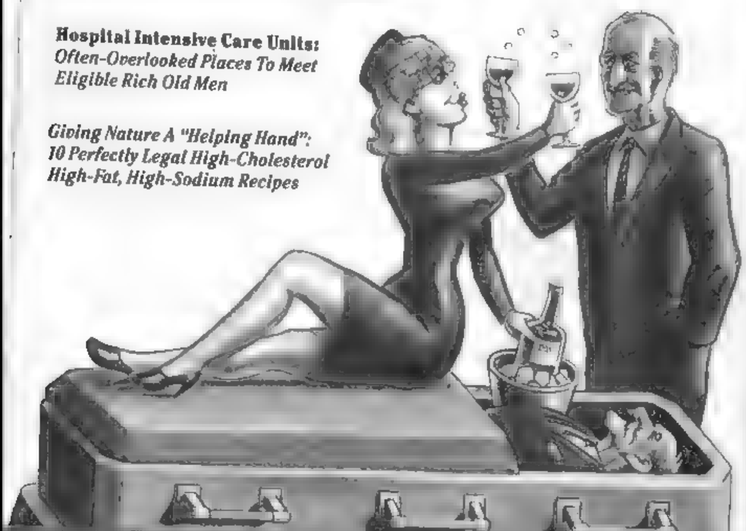
YOUR NEW STEPCHILDREN: How To Deal Them Out Of The Old Man's Will!

April
$10.00

The Gold-Digger's Double Play: Picking Up Your Next Husband At Your Last Husband's Funeral

Hospital Intensive Care Units: *Often-Overlooked Places To Meet Eligible Rich Old Men*

Giving Nature A "Helping Hand": 10 Perfectly Legal High-Cholesterol High-Fat, High-Sodium Recipes



This Month's True-Life Drama: "I Married For Love!— Don't *You* Make The Same Mistake!"

Nov $1.95

RUDE CLERK

Personal Phone Calls At Work:
How To Keep Your Duties From Interfering With Them

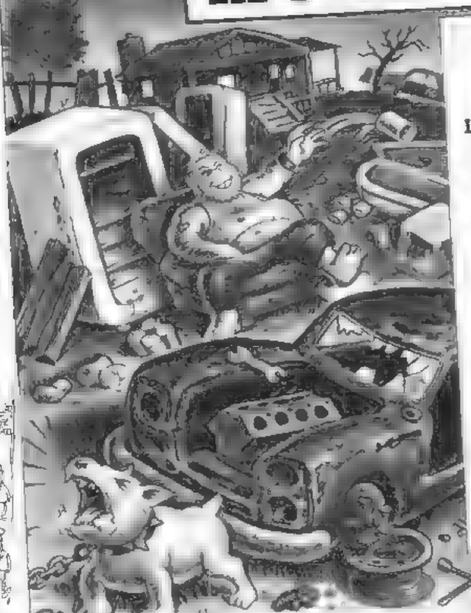
Young Record & Video Store Clerks:
Setting New Standards Of Surliness For Us All To Live Up To

RETURNS & EXCHANGES: Those Special Occasions For Intimidating Customer Abuse!

OPEN-MOUTHED GUM CHEWING:
It's Making A Comeback!

BAD NEIGHBOR MONTHLY

June
99¢



28 Loud And Smelly Barnyard Animals You Can Illegally Raise At Home

LATE-NIGHT STEREO PLAYING: There's A Time To Crank It Up... And A Time To Crank It **WAY UP!!**

ENTERTAINING AT HOME. *What To Say When The Cops Arrive*

101 Even **MORE** Trivial Things You And Your Spouse Can Scream About In The Middle Of The Night

An Upper-Floor Apartment Dweller's Guide To HIGH Impact Aerobics

Selecting The Right Car Alarm— *Will It Go Off By Mistake Often Enough?*

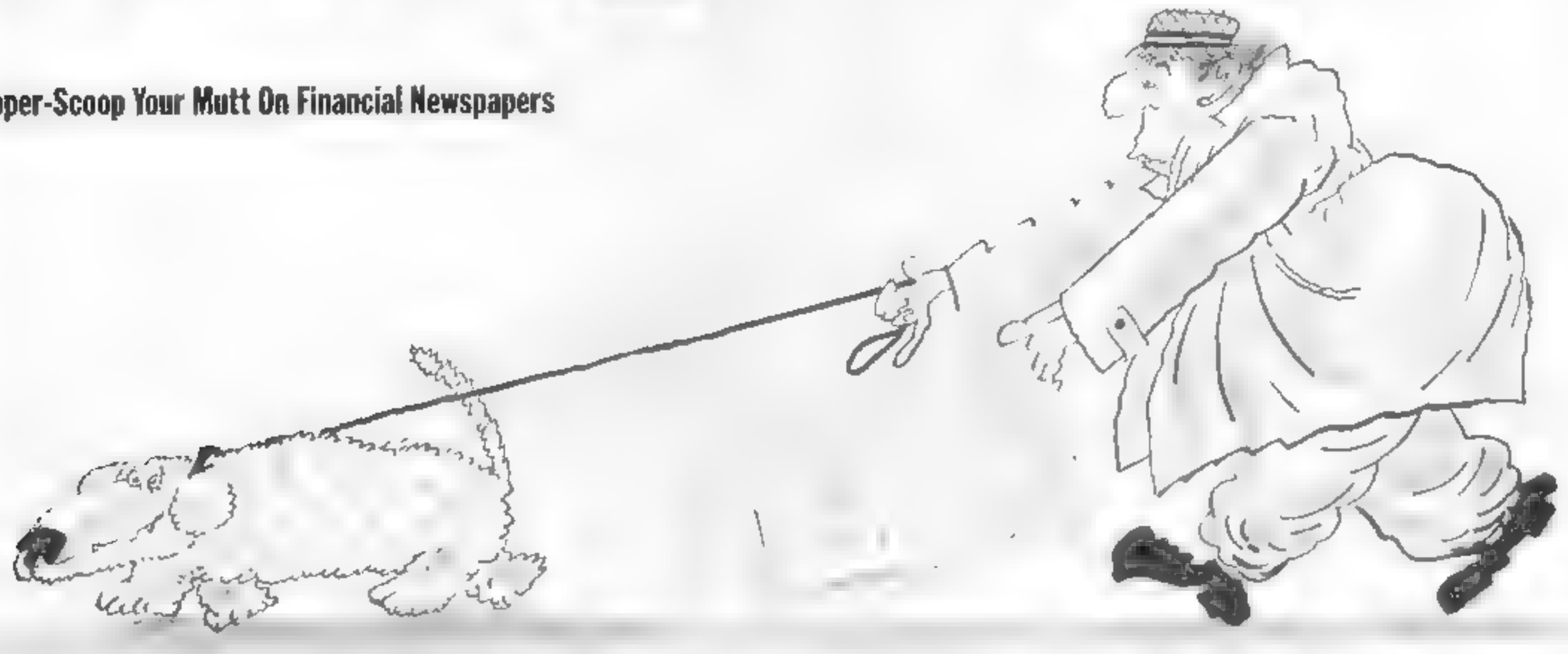
Old Refrigerators Or Rusted-Out Cars:
Which Make The Best Lawn Ornaments?

a MAD GUIDE on H

Affect A British Accent

Borrow Your Uncle Chester's Red Suspenders

Pooper-Scoop Your Mutt On Financial Newspapers



Refill And Drink From Imported Water Bottles

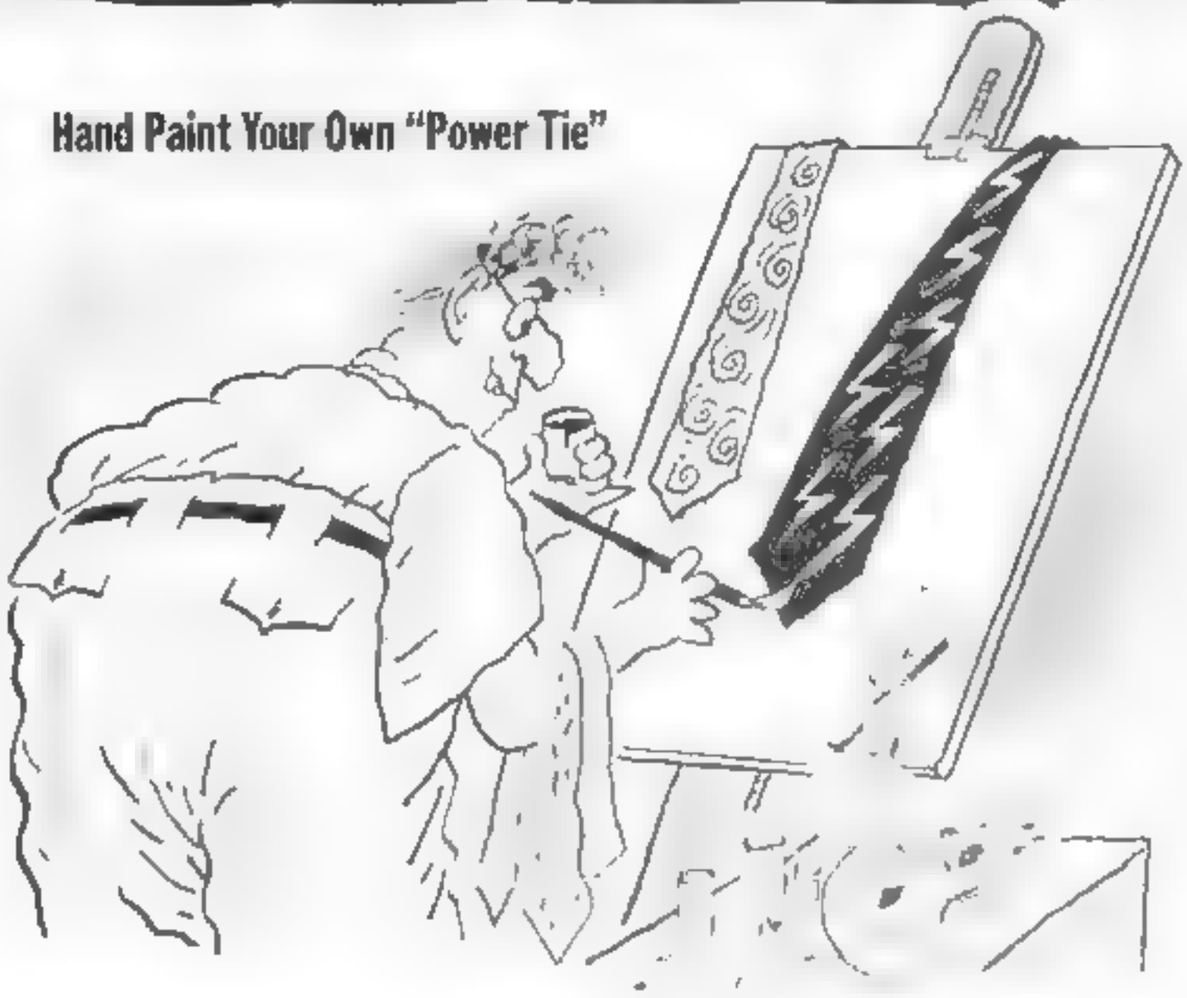
How To Look UP SCALE without the expense

ARTIST AND WRITER: PAUL PETER PORGES

Train Your Mother To Answer The Phone In A Professional Manner

Pretend You're Wearing An Electronic Paging Device

Hand Paint Your Own "Power Tie"



Use Foreign Words When Ordering Food

I can't believe '89 is over. It was a great year for news!

Yeah, the Berlin Wall, the earthquake, Panama

No, I'm talking big time important news stories... Gumbel's fight with Willard, Chung switching channels, Sawyer leaving *60 Minutes*, and the biggest story of all—Norville replacing Pauley! News about news—now that's news!

Cool it, guys! The oil companies aren't thrilled with our coverage of the big oil spill and are threatening to pull advertising! From now on we have to concentrate on their valiant efforts to clean up the mess!

I hate these news re-enactments!

The fighting in Panama took place just six miles from this sunswept beach where beautiful women and handsome men frolicked in the surf, unaware of what was happening a short distance away...

That was brilliant!!

I told you I'd get that hot swimsuit footage on tonight's show, no matter what!

ANCHORS, OY VEY! DEPT.

A MAN BEHIND THE THE NE BUSI

ARTIST: MORT DRUCKER

Listen to this topic for our in-depth special week-long report: "Are Gummy Worms More Addictive Than Crack?"

Gee, are Gummy Worms really addictive?

Who knows? During Sweeps-Ratings Week, we just ask provocative questions to frighten the viewers so they'll tune in! We don't have to give any answers!

There's a rumor going around that a Japanese company is going to buy the network! So to cover our butts in case it goes through, we rewrote the news documentary that's in production! What do you think?

Well, I don't mind slanting the news to make a sponsor or owner happy, but don't you think we're stretching it a bit, calling the Japanese our World War II allies?

What's the **big deal?** So we used some **other battle scene footage** and tried to **pass it off as Afghanistan!** Look at the lies **Nixon, Carter, Reagan** and **Bush** told the public!

But you're an **anchorman!** People **expect** the truth from **you!** Those **other guys** are **only Presidents!**

CBS NEWS

Bad news! That **actor** we hired to play the **mugger** on **tonight's news re-enactment** can't make it He's in the **hospital!**

What happened?

Last week he portrayed a **murderer** in a **re-enactment** on ***America's Most Wanted*** and some **do-good citizen spotted him** on the street and **shot him!**

CAM 2

abc

CAM 3

PEEK SCENES...

TV

WS

NESS

WRITER: LOU SILVERSTONE

Signing **Connie** was a great bit of PR, but now, because of her **multi-million dollar contract,** we have some **major league budget problems!**

Not to worry! We'll **close down** our **foreign news bureaus** and **lay-off** some **street reporters!**

That's why you're a **great news Director—** you **know your priorities!**

CONNIE

CBS

Wow, when **Linda Ellerbee sold out** and did those **Maxwell House Coffee ads,** she sure did **open up** the door for **other TV journalists** in **commercials,** didn't she?

Peter Jennings here with a few words about **ring around the collar...**

I'm **David Brinkley,** newsman, **denture wearer...**

At **The Hair Club for Men,** I'm **Morley Safer...**

This is **Zestfully Clean Maria Shriver** reporting

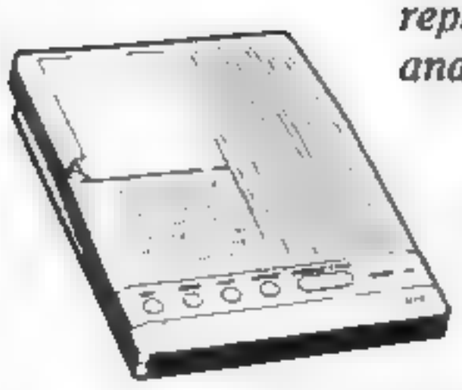
I'm **Ted Koppel—** For **hot, juicy news** you always turn to me, but for **hot, juicy hamburgers...**

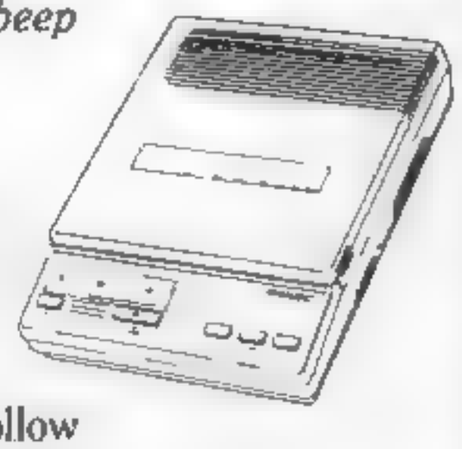
This is **Barbara Walters** for **Depend Disposable Undergarments...**

MAD MAGAZINE READER'S COMPETITION

ENTRIES JUDGED BY: JOE RAIOLA AND CHARLIE KADAU

Results of Competition #1, *in which we asked you to create an appropriately titled outgoing phone message, one that people could leave on their answering machines to replace the dreadfully boring "I'm not in now, leave your name and number after the beep and I'll get back to you" style message.*



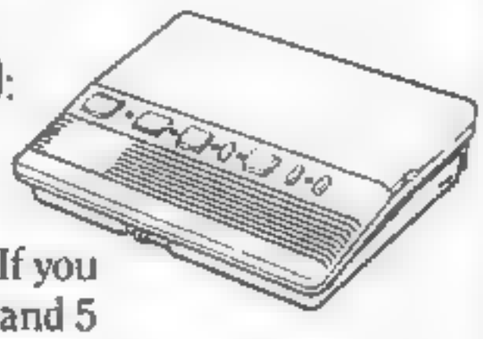


FIRST PRIZE OF A RARE COPY OF MAD #275 WITH THE MISSING CAPTION, REPORTED TO BE WORTH OVER $80,000 TO:

THE "JUST PLAIN SILLY" PHONE MESSAGE

"Hi, this is *(your name).* At the moment I'm peach buffalo in squirming tub visiting hollow beverage. Trombone pleasantry? Noodle lengthening putty service of rewinding magnitude. Scrumptious tongue mystery hat. Tomahawk, tomahawk. Aluminum monkeys festering. You'll have 30 seconds to leave a message after the beep. Please speak clearly. (BEEEEEEP)

Submitted by: Doug Feeble, Gump, WI



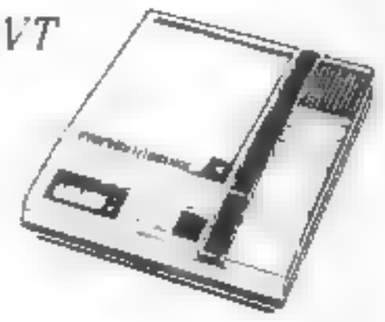
SECOND PRIZE OF AN ALFRED E. NEUMAN TABLECLOTH KIT TO:

THE "HIGH TECH" PHONE MESSAGE

(To be spoken in a mechanical-sounding voice)

"Hello, you've reached *(your phone #).* To leave a message for *(your name),* press 1 now. If you wish to be called back, press 2 now. If your message will be one minute or longer, press 3 and 5 now. If your message will be under one minute, press 4, 7 and 8 now. If your message is extremely important and you can't wait any longer to leave it, press 6 nine times and 9 six times now. If you've been stupid enough to press any buttons during this totally useless recording, leave your message now!" (BEEEEEEP)

Submitted by: Louise Gummy, Pemberton Pines, VT

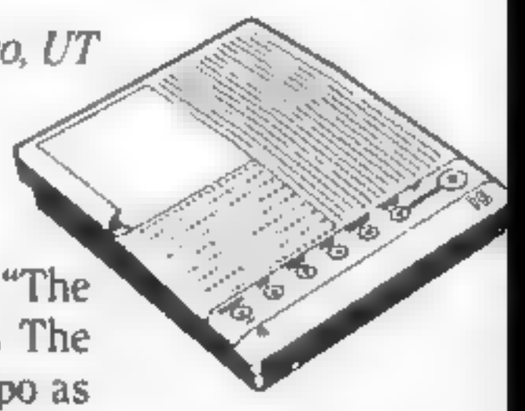


RUNNER-UP PRIZES OF A FIVE-MINUTE PHONE CALL FROM FRANK JACOBS TO:

THE "WHEN YOU DON'T WANT TO RETURN ANYONE'S CALL" PHONE MESSAGE

"Hi, this is *(your name)* and I'm not home now. After the beep, please leave your name, today's date, the time of your call, the phone number you can be reached at, the best times to call you, the temperature at the time of your call, your Social Security number, your feelings on the current trade deficit, your inseam measurement, your favorite film directed by Alan Parker, and your message. People failing to leave all of this information will not have their calls returned. You have 30 seconds." (BEEEEEEP)

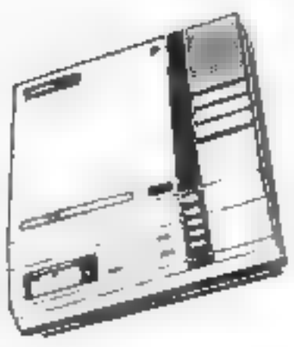
Submitted by: Frederick Battering Ram-Simpson, Provo, UT



THE "EVERYBODY WANTS TO BE A MOVIE STAR" PHONE MESSAGE

"Hello, you've reached the *(your name)* Multiplex Theatre. Now showing in cinema one, "The Phone Message," an offbeat and disturbing adventure starring *(your name again)* as The Person Who's Never Home, with Sally Struthers as The Answering Machine, Joe Piscopo as The Dial Tone and introducing YOU as The Irate Phone Caller!" (BEEEEEEP)

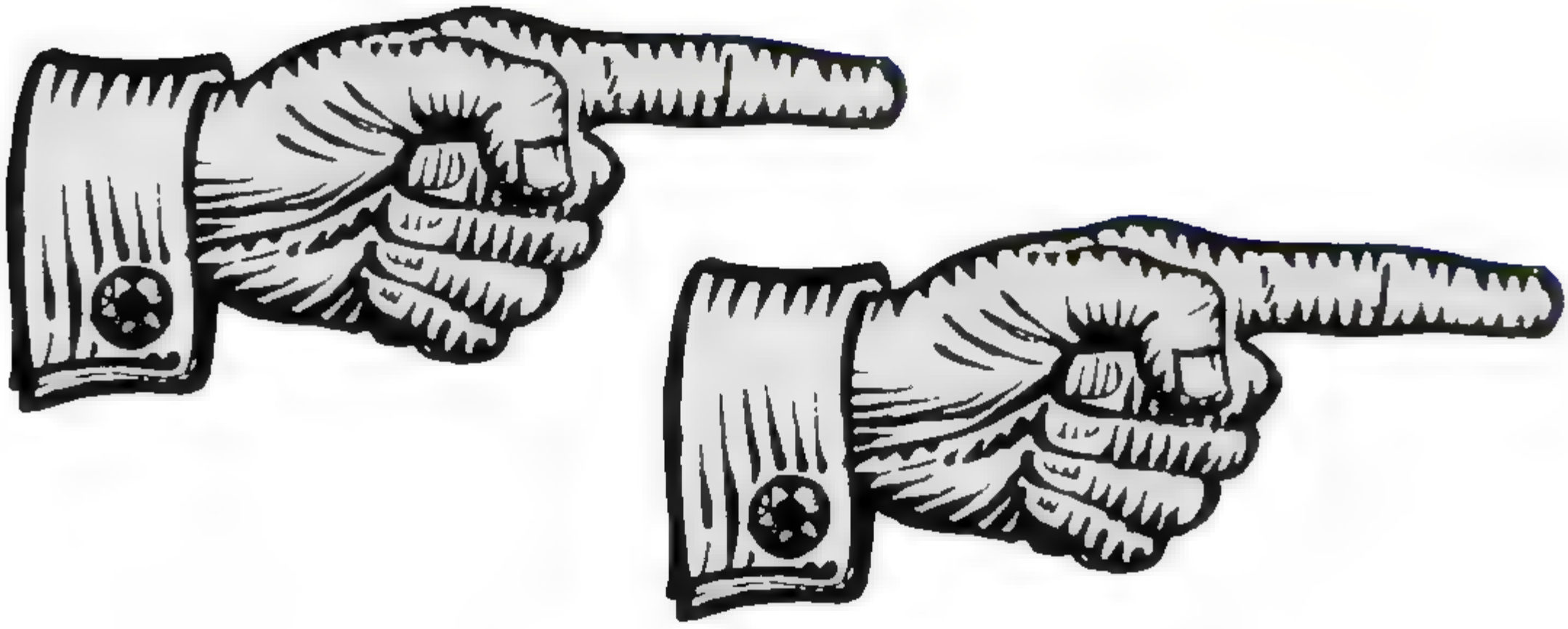
Submitted by: Lee Cheechee Lee, Jr., Skankville, NY



And as in all our competitions, everyone who entered before the Nov. 15th, 1990 deadline receives a free one-year subscription to MAD. **Be sure to enter next time!**

Nothing to see here!

Please skip ahead.



WHAT OMINOUS DEATH-DEALING DEVICE CONTINUES TO THREATEN FUTURE GENERATIONS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

To find out what one apparatus is still a threat to millions of people all over the world, simply fold in page as shown.

FOLD PAGE OVER LIKE THIS

A ► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"

CIVILIZED PEOPLE CONSIDER HARMFUL DEVICES VULGAR AND WANT ALL OF THEM BANNED. MANUFACTURERS GET VERY ANGRY ABOUT THIS. BUT INVESTIGATORS ARE FINDING MACABRE EVIDENCE OF DANGEROUS DEVICES DESPITE WHINES AND DENIALS FROM THESE GREEDY BUSINESSMEN.

A ► ◄B

WHAT OMINOUS DEATH-DEALING DEVICE CONTINUES TO THREATEN FUTURE GENERATIONS?

FOLD PAGE OVER LIKE THIS!

A ⋈ B FOLD BACK SO "A" MEETS "B"

CIG-
ARET
VENDING
MACHINES

A ⋈ B

WE'RE PROUD!

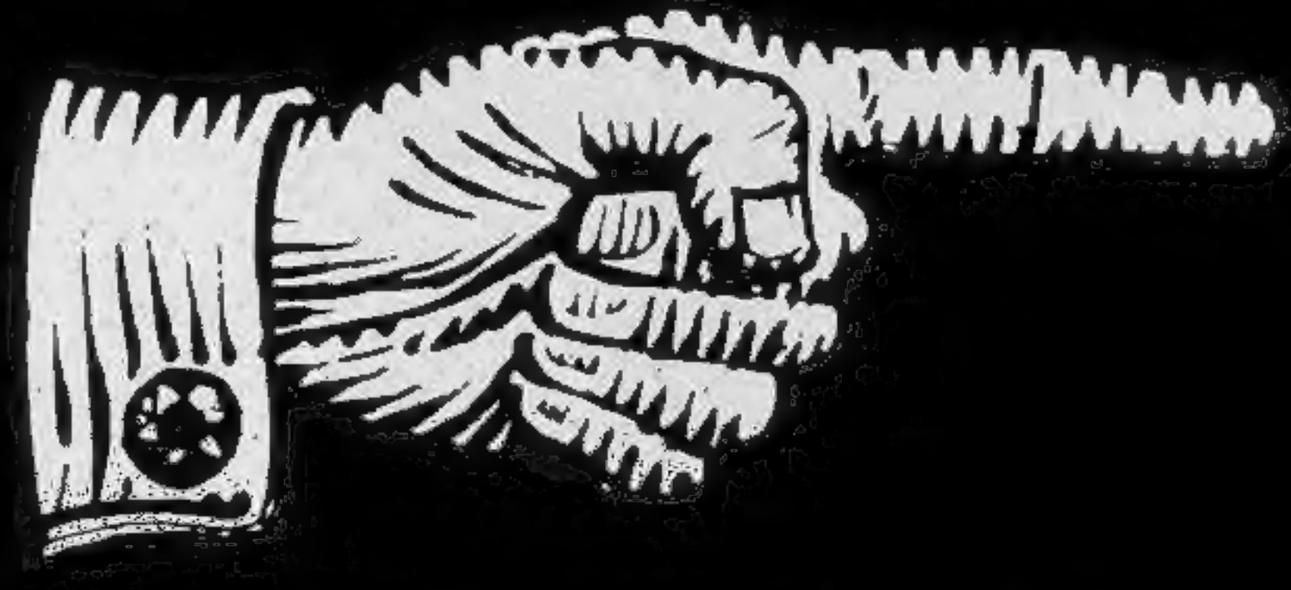
OUR EMPLOYEE OF THE MONTH

Andrew S. Bencivenga

Accomplishments

- Wiped out 768 flies with hamburger spatula in one afternoon.
- Pioneered method of keeping restrooms clean by keeping them locked during business hours.
- His multi-lingual ability enables him to curse out customers in three different languages.
- Only employee who usually washes hands before leaving restroom.
- Is kind to kitchen rats.

A MAD MAGAZINE FAKE-OUT POSTER! HANG THIS IN YOUR FAVORITE FAST FOOD JOINT!



bonus cover

IN THIS ISSUE WE BLOCK OUT THE NEW KIDS!

No. 301 March 1991

MAD IND ®

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Hussein Asylum Edition